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LU YANG

PRODUCT DESIGNER

SKILLS

Product Design

Affinity Diagramming
Experience Mapping
Heuristic Analysis
Participatory Design
Service Blueprint
Rapid Prototyping
Agile Method

User Research

Card Sorting
Cognitive Task Analysis
Contextual Inquiries
Cultural Probe
Digital Ethnography
Speed Dating
Usability Testing

Tools

Sketch
Principle
Adobe Creative Suite
Invision
HTML, CSS

INTEREST

Travel & Adventure
explored 33 countries
Travel Blog
over 3,900 subscribers
Photography
Podcast

EDUCATION

Carnegie Mellon University

August 2017 - August 2018 Pittsburgh, PA
M.S. in Human-Computer Interaction Institute (GPA: 3.93/4)

Shanghai International Studies University

Sept 2008 - Mar 2015 Shanghai, China
M.A. in English Language and Literature (GPA: 3.77/4)
B.A. in Teaching Chinese as a Foreign Language (GPA: 3.67/4)

PROJECTS

Product Designer, Houghton Mifflin Harcourt

Web app and Mobile Design Jan - Aug 2018 · Pittsburgh, PA
As the sole designer of the team, I collaborated with project manager, researcher, content director and developer to design an interactive narrative web app called Endeavor, which helps struggling readers become more engaged and competent in reading. I led the end-to-end UX design process from exploratory research, ideation to implementation. I create consolidated models, user flows, wireframes, as well as the final look of the product.

Product Designer, RoomLeopard

Web app May. 2018 until now · Pittsburgh, PA
I worked with the co-founder to improve booking flow, content hierarchy and usability of the event spot booking platform through usability testings and card sorting. I'm working on redesigning the look and feel of the site.

UX/UI Designer, CMU IDEATe Gallery

Web app Sept. 2017 - Dec. 2017 · Pittsburgh, PA
I led interviews and cultural probe to identify needs for the Gallery redesign. The new experience enables students to build projects together through feedback. I quickly prototyped and validated ideas through user testings.

WORK

Liulishuo, Associate Content Developer

Mobile Design Nov 2015 - July 2016 · Shanghai, China
I collaborated with designers to create animations and over 3,000 graphics that accompany the core content for Liulishuo's flagship English-learning app, Dong Ni, which has over 1 million paid users. I conducted quality assurance, and led the design of a data-based pronunciation course.

Quesbook, Product Designer

Product Design Jun 2014 - May 2015 · Shanghai, China
As one of the early product designers in the company, I worked closely with the founders to research on test prep products and develop guides for content creation. I co-managed over 30 international content contributors, edited 700 writing submissions and over 6,300 questions. The quality of the work has gained high recognition from both internal stakeholders and external experts.