

CHENYANG LYU

Portfolio: <https://chenyanglv-design.github.io/>

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EXPERIENCE

Product Designer / Life Church

- Redesign the giving feature in the Life.Church mobile app which increased the giving conversion rate by 15.2%.
- Redesign the giving feature in the YouVersion Bible app which increased the giving conversion rate by 46%.
- Collaborate with product managers to conduct user research and usability testings to gather feedback, target potential opportunities, and find user pain points.
- Design mobile apps and websites that help bring values, solve problems, and provide easy access to online content to international users.

Product Designer / Zell Lurie Institute, Ross School of Business SportsBooster | 01.2020 - 04.2020

- Designed a new mobile app from scratch which motivated college football fans to make donations to their favorite teams by using gamification strategy.

Perch Connection | 02.2019 - 12.2019

- Redesigned the onboarding process and search results page which boosted user registration by 36%.
- Led 8 usability testing sessions to gather feedback on wireframes, which helped iterate two main features more than 3 times.
- Delivered 70+ pages of high-fidelity wireframes(for mobile app and website) and created a UI audit using Figma, which helped efficiently communicate and collaborate with the development team.

Reasi | 09.2019 - 12.2019

- Crafted a new mobile app design with a focus on redesigning the listing creation process and the workspace feature, which saved users about 42% time on completing escrow related tasks.
- Led the research of the current product to target usability issues by conducting the cognitive walkthrough. This helped us understand the learnability of this application and find potential areas for improvement.

EDUCATION

University of Michigan

May 2020, M.S. Information, HCI Track

Rice University

Dec 2016, M.A. Architecture

Chongqing Jiaotong University

Jun 2015, B.E. Architecture

SKILLS

UX/UI Design

Survey, Interview, User Research, Prototyping, A/B testing, Usability Test, Persona, Heuristic Evaluation, Card Sorting

Programming

Python, HTML5 + CSS3, Javascript, Processing, React Native

TOOLS

Sketch, Principle, Figma, Invision
Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Indesign, Tableau, Unity, Rhino, Sketchup

ACTIVITIES

Chief Designer

C.L.A.W.S(NASA-SUITS Project)

Design an AR user interface on Microsoft HoloLens to assist astronauts to conduct EVAs (Extravehicular activity).