



# LU CHEN

PRODUCT / UX DESIGNER

LEARNING DESIGNER

BUSINESS STRATEGIST

347.559.3778

WWW.LUCHENDESIGN.COM

LUCYCHENDESIGN0509@GMAIL.COM

## SKILLSETS

●●●●● Product / UX Strategy

●●●●● Business Strategy

●●●●● Leadership

●●●●● Management

●●●●○ Agile Methodology

●●●●● User-centered Research

●●●●● Cognitive Task Analysis

●●●○○ Data-driven Analysis

●●●●○ Interface Design

## APPLICATIONS/LANGUAGES

●●●●● Sketch

●●●○○ Illustrator

●●●●○ InDesign

●●●●○ HTML

●●●○○ CSS

●●○○○ Javascript

●●○○○ Python

## EXPERIENCE

### RESEARCH LEAD, CAPSTONE PROJECT

CLIENT: WESTERN GOVERNORS UNIVERSITY

JAN 2017 - AUG 2017

- Identified WGU students' learning problems and needs for career management skills and learning skills through user-centered research methods, including contextual inquiry and data-driven learning analytics.
- Created the curriculum framework for career management skills and learning goals specifications for learning to learn skills.
- Designed and prototyped the personalized learning tool that helps students learn and practice the effective learning strategies to solve their own learning problems.
- Created the design roadmap and service vision for the personalized learning tool.

### ASSOCIATE DIRECTOR, BUSINESS DEVELOPMENT

BESTV NEW MEDIA CO.LTD

JUN 2011 - JUL 2012

- Initiated and designed the "Social Television" service across the platforms of IP Television, Internet Television(Smart TV) and Mobile Television of Shanghai Media Group(SMG).
- Established strategic business collaboration with digital media industry partners and educational institutions to design and develop educational programs, products and services based on the Internet Television (Smart TV) platform.
- Incubated the innovative business startups of digital media technologies by closely working with Investment Department of SMG.

### ASSOCIATE CONTENT DIRECTOR,

CHINA DBSTAR DIGITAL INFORMATION TECHNOLOGY CO.LTD

DEC 2009 - MAY 2011

- Planned and created the content products and service for both enterprise customers (B2B) and individual customers (B2C).
- Purchased the content based on products and service needs in the global market.
- Distributed the company's content products and service to the global market, including western Europe and north America.
- Designed and developed the customized professional workforce training content and service for the top three Chinese Telecommunications Operators: China Telecom, China Unicom, and China Mobile.

### BUSINESS DEVELOPMENT MANAGER

SHANGHAI INTERACTIVE TV CO.LTD

APR 2008 - NOV 2009

- Collaborated with research institutions to develop "Interactive Television" products and service on the cable network.
- Implemented the "social TV" project by integrating social media into cable-based Interactive Television service.

## EDUCATION

MASTER OF EDUCATIONAL TECHNOLOGY AND APPLIED LEARNING SCIENCE

CARNEGIE MELLON UNIVERSITY

AUG 2017

B.A. IN TELECOMMUNICATION

MINOR IN INFORMATION SCIENCE AND TECHNOLOGY

PENNSYLVANIA STATE UNIVERSITY

DEC 2014

M.A. IN COMMUNICATION

SHANGHAI JIAOTONG UNIVERSITY, CHINA

MAR 2008