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# LU YANG

UX & LEARNING EXPERIENCE DESIGN

## SKILLS

### User Research

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

### Product Design

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

### 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  
Human-Computer Interaction Institute (GPA: 3.93)  
M.S. in Educational Technology and Applied Learning Science (METALS)

### Shanghai International Studies University

Sept 2008 - Mar 2015 · Shanghai, China  
M.A. in English Language and Literature  
B.A. in Teaching Chinese as a Foreign Language

## PROJECT

### Lead Designer, Houghton Mifflin Harcourt

Product Design · Jan - Aug 2018 · Pittsburgh, PA  
Led the end-to-end UX process for the next iteration of System 44, a reading intervention software program. Collaborated with PM, researcher, content director and developer to design Endeavor, an interactive narrative game to help students become competent and confident in reading.

### UX Designer, RoomLeopard

Web Design · Jun. 2018 until now · Pittsburgh, PA  
As the sole designer of the company, I improved booking flow, content hierarchy and usability of the event spot booking website through usability testing and card sorting. Redesigned the overall look of the site.

### UX Designer, CMU IDeATe Gallery

Learning Media Design · Sept. 2017 - Dec. 2017 · Pittsburgh, PA  
Redesigned Gallery experiences, where novices and experts in the community can contribute their expertise and build projects together. Led interviews and cultural probe to identify needs and validate ideas; Designed user flow, UI screens and prototyped design with Gallery users.

## WORK

### LingoChamp, Content Development Specialist

Nov 2015 - July 2016 · Shanghai, China  
Collaborated with designers to create animations and over 3,000 graphics for the core course on the learning app. Designed lesson plans and conducted product testing on the core course, which now has over 1 million paid learners. Led the content development of a data-based pronunciation course.

### Quesbook, Product Designer

Jun 2014 - May 2015 · Shanghai, China  
Researched test prep products and led the design of content guides. Edited 700 passages submitted by international content contributors and examined over 6,300 questions. Designed the site's learning path.