

Jing LYU /// Award-winning UX/UI Designer

“People ignore design that ignores people.”

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EXPERIENCE

Gap Inc.

UX Designer 09/2020 - Ongoing

- Produce thorough explorations of possible system solutions to complex content and interaction problems on the e-commerce platform and with the brand marketing and content teams
- Participate starting in early concept development, providing input on components as they are being developed and helping to form the nuances of the final design and implementation

Clemson University

UX/UI Designer/Researcher 07/2017 - 06/2019

- Cross-team collaboration with user research, visual/interaction design, and engineering from concept and implementation to release
- Created a screensaver App that dynamically displays how often apps share data with third parties. **Results published in PETS 2020**

VRision

UX/UI Designer 04/2015 - 06/2017 07/2019 - 08/2020

- UX Design the VRision's website, iOS/Android App, focusing on business strategies (Increased revenue by 20% over one month)
- Developed Information Architecture and visual solution to address UX/UI pain points based on design thinking theory

Anhui University of Technology

Digital Designer & University Lecturer 05/2012 - 06/2017

- Spearheaded university website redesign used by 14 administrators, 200+ teachers, and 3000+ students
- Created over 1000 hours of in-classroom instruction and curriculum content for a 4-month long UX Design Course

FETE NY

Graphic Designer 09/2010 - 01/2011

- Crafted 7+ series of visual artwork pieces for events that generated over \$1 Million of revenue
- Oversaw design and production of 200+ pieces of artworks including large scale murals, signages, event collateral, and high-end invitations

PROJECTS

Privacy at a Glance

Proposed Launch Date: Dec. 2020

- Collaborated with UX Engineers to create a privacy-centric screensaver that dynamically displays how often apps share data with third parties
- Established information architecture; sketched 30 wireframes and prototypes focusing on concept flow; collaborated with 7 researchers to conduct field studies with 15 participants
- Collected both quantitative and qualitative data to determine attitudinal and behavioral changes. **Results published in PETS 2020**

EDUCATION

Pratt Institute, New York

M.S. in Communications Design

Nanjing University of the Arts

B.A. in Art & Design

SKILLS

Tools

Sketch

Figma

Invision

Balsamiq

Adobe XD

Principle

Axure

InDesign

Photoshop

Illustrator

Html/CSS

JavaScript

R Studio

Research

Task Analysis

Interviews

Surveys

Contextual Inquiry

Usability Testing

Competitive Analysis

Affinity Diagram

PUBLICATIONS & HONORS

📄 Privacy at a Glance: The User-Centric Design of Glanceable Data Exposure Visualizations

Privacy Enhancing Technologies (PETS), 2020

🏆 A Smartphone-Based Tangible Interaction Approach for Landscape Visualization
ACM (PerDis). Best Demo Award, 2018

🏆 An 1834 Mediterranean Garden in Berlin
ACM (PerDis). Best Paper Award, 2018

🏆 Spark Design Award - Finalist Winner