

Ching-Lun Teng

Detail-oriented UX Designer/ Researcher with SaaS, e-commerce, EdTech, fashion retail, and agriculture background. Startup / Agile

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Experience

UXUI Designer @iFocus Beauty

Toronto, Jul 2021 - Present

- Design iFocus Beauty CRM software, a SaaS dedicated to medical aesthetics clinics.
- Identify gaps in current products and design new features based on user feedback, contextual inquiry, and testings.
- Responsible for user research, user flow planning, interface and interaction design, prototyping, and user testing.

UX Researcher / Designer @Relevé Fashion

New York, Oct 2020 - Present

- Lead UX research and design to improve customer journeys and experiences of Relevé Fashion, international sustainable fashion e-commerce.
- Increase 30% conversion rate and reduce 64% bounce rate by redesigning UX/UI of the e-commerce site.
- Perform data analysis and user behavior analysis to report insightful and actionable findings.

UX Researcher @Good On You

New York, Oct 2019 - Dec 2020

- Discovered user insights of Good On You, an ethical fashion brand ratings (web/ mobile).
- Collaborated with the CEO to plan and conduct research projects and user interviews.
- Identified and prioritized research questions based on business needs and research needs.
- Analyzed and synthesized insights from UX research as actionable recommendations.

UX Consultant @Amplio

New York, Jan 2020 - May 2020

- Designed the 1st version of Progressio, a mobile app for professional athletes in a team of 4.
- Ideated and built information architecture, wireframes and prototypes based on the UX research, which included design directions from affinity maps, user journeys, and personas.
- Iterated prototypes to a high-fidelity mockup based on the feedback from usability testings, communications and reviews from the clients and engineers.

UX Lead @EasyShu

New York, Oct 2018 - Aug 2019

- Refined and redesigned the main functions of EasyShu, a web app for Mandarin teachers.
- Increased 167% user growth by addressing user needs, mapping user flows, designing wireframes and prototypes, and launching new products based on the user research analysis.
- Conducted user research to observe user behaviors and motivations through qualitative and quantitative methods like contextual inquiry, user interviews, surveys, and usability testing.
- Collaborated with the engineer to have 3 iterations of the web app by rapid prototyping to enhance the user experience.

Skills

Prototyping
Wire-framing
User Research
Usability Testing
Contextual inquiry
In-depth User Interview
UI Design
Information Architecture

Tools

Figma, InVision,
Sketch, Miro, Murals,
Photoshop, Adobe XD,
Google Analytics

Code

HTML, CSS, Javascript

Education

Parsons School of Design
Strategic Design and Management,
Master of Science, 2017
New York, NY

Certification

Programming Foundations with
JavaScript, HTML and CSS
Coursera, 2018