

ZEXIN LYU

Product · UX Designer

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zexinlyu.com

PROFESSIONAL EXPERIENCE

Product Design Intern Jul 2022 - May 2023
Inquire From The Taoism(Independent Game)

- **Conceptualized** 20+ game scenes and 4 UX-validated puzzles, boosting player interactions by 27% using research and task-flow analysis.
- **Collaborated** with **cross-functional teams** (game lead, artists, programmers) to ensure accurate implementation and delivered detailed design documents.

UX Design Intern May 2022 - Sep 2022
Children And Screens

- **Optimized** website information architecture by analyzing existing content and restructuring it for diverse stakeholder needs, establishing a streamlined user flow.
- **Collaborated** with the design lead to iterate homepage wireframes, leveraging heuristic evaluations and aligning with stakeholder needs.

Product Design Intern Sep 2020 - Jun 2021
Impact Public School

- **Produced** data visualization reports to showcase student performance to parents and faculty, aligning user needs with business goals and stakeholder input.
- **Led and Facilitated** workshops, **training** 4 staff members in creating data visualization reports, keeping stakeholder goals and limitations in mind.

PROJECTS

Game/Graphic Design Lead 2022
Earth Life Log - Game Of The Year Award

- **Developed** a board game with **264** elements addressing depression stigma.
- **Achieved 90% player satisfaction** by refining gameplay based on feedback from 4 play tests with 30+ participants.
- **Designed** theme-consistent game cards, drawing insights from competitive research and player tests.

UX Designer 2021
Oya - Parenting Mobile App

- **Designed** a mobile app for parents of children aged 0-6, offering activities, parenting tips, and insights into developmental stages.
- **Elevated** user satisfaction by 30% with a refined Hi-Fi prototype, drawing from user interviews and designer workshops for enhanced user experience.
- **Championed** and **Developed** a component-based design system.

Front-End Developer 2020
Covid-19 Risk Calculator

- **Developed** and **Delivered** a responsive mobile first web application for covid risk calculation based on daily activity using **React.js, HTML5 and CSS**.
- <https://info340a-su20.github.io/project-01-wendelli-1839314/>

EDUCATION

Columbia University
M.A. Instructional Design and Technology (STEM)
Sep. 2021 - May 2023 GPA 4.01

University of Washington
B.S. Informatics (HCI)
B.A. Education
Sep. 2017 - Jun 2021 GPA 3.7

SKILLS

Design
Storyboards Wire-framing
Prototyping Game Design
Task Flow Design Presentation
Paper Prototype

Research
Surveys Interviews
Card Sorting Tree Test
A/B Testing Usability Testing

Tools
Sketch Figma
Github Adobe XD/AI

Programming
CSS HTML
JavaScript Java
React.js Vue.js
SQL RStudio

LEADERSHIP

Founder & President
Social Entrepreneurship Organization
2022-2023 Exemplary Impact Award