

# Chaoyuan Luo

**Product/UX Designer & Tech Lover**  
with business acumen and strategic thinking

chaoyuanluo.com  
chaoyuanluo@outlook.com  
(347)255-6063

## EXPERIENCE

### UX Designer 08/2019 - 12/2019

Georgia Tech - Printing Web App Redesign

- **Led user research** to define the problem space
- Proposed and designed the feature of **printer map**
- **Planned user testing** and moderated 4/6 sessions
- Drafted **agenda for all team meetings** and controlled discussion flows

### UX Designer & Research Lead 08/2019 - 12/2019

Georgia Tech - College of Computing Website Overhaul

- **Analyzed faculty members' needs** based on user interviews and card sorting
- Re-designed **News & Events**
- **Led design evaluation**, including user feedback sessions, heuristic evaluation and user testing

### Product Design Intern 03/2019 - 07/2019

Tencent - WeChat Voice Assistant

- **Designed and improved VUI skills** based on user feedback and competitive analyses
- **Optimized the music skill** in terms of tag searches, play history and music pushes, increased user rating from **3.3 to 4.0**
- **Designed voice-controllable GUI template** for WeChat smart displays

### Web Development Intern 07/2018 - 09/2018

UC Irvine - Department of Informatics

- **Developed pages** with HTML and CSS for an Angular-based web app
- **Programmed functions** in JavaScript, including user registration, info updates and pairing

### UX Research Assistant 04/2018 - 07/2018

Tsinghua University - Institute of Human Factors

- **Modularized tasks** of experiment data processing and completed 4 RAs' tasks with a Java program
- Evaluated mobile UI layouts by eye-tracking experiments

### Business Analytics Intern 12/2016 - 03/2017

DiDi - Corporate Strategy Department

- **Analyzed market potential** of car-hailing in 662 cities by quantifying multiple socioeconomic factors
- **Proposed strategic advice** in raising the gross margin of DiDi Hitch based on cost analysis model

## EDUCATION

### Georgia Institute of Technology

MS in Human-Computer Interaction  
08/2019 - 05/2021

### Tsinghua University

BS in Economics and Finance  
09/2014 - 07/2019

## SKILLS

### Design

- Web Design
- Mobile App Design
- Interaction Design
- Info Visualization
- Voice UI

### Research

- Heuristic Evaluation
- Web Analytics
- Survey & Interview
- Eye Tracking
- Card Sorting
- User Testing
- Tree Testing

### UX Methods

- Personas
- Task Analysis
- Competitive Analysis
- Empathy Map

### Tools

- Sketch/Figma/Axure/Adobe CC
- HTML/CSS/JavaScript(TypeScript, D3)
- C++/Java/Python