

Ching-Lun Teng UX Designer

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Empathetic and detail-oriented UX designer with strategy design, edtech, fashion business and agriculture background.

Experience

UX Researcher / Designer

Oct 2019 - Present

Good On You, New York

- Identify users' needs from Good On You, an ethical fashion brand ratings (web/ mobile).
- Collaborate with the CEO to plan and conduct user interviews to verify if the platform value meets the right purposes for users.
- Analyze and synthesize findings from UX research as actionable recommendations.

UX Consultant

Jan 2020 - Apr 2020

Amplio, New York

- Designed the first version of Progressio, a mobile app for professional athletes to manage their training and communications with coaches and trainers in a team of 4.
- Verified assumptions by conducting user research, such as user interviews, competitive and comparative research, and synthesizing insights.
- Ideated and built the wireframes and mid-fi prototype based on the design directions from affinity maps, user journeys, and discussion with the CEO & CTO.
- Iterated and designed a hi-fi prototype based on the feedback from usability testings and reviews from the clients.

UX Lead

Oct 2018 - Aug 2019

EasyShu, New York

- Refined and redesigned the key functions of EasyShu, a web app for Mandarin teachers.
- Collaborated with the CTO to redesign the web app to address users' needs by designing user flows, wireframes, and mockups based on the analysis of user research.
- Conducted user research to observe user behaviors and motivations through qualitative and quantitative methods like field visits, interviews, surveys, and usability testing.
- Iterated the design process by fast-prototyping to enhance the user experience of the web app.
- Collaborated with CEO and product manager to define the product roadmap, vision, and strategy.

Design Strategist / Researcher

Aug 2015 - May 2017

Parsons School of Design, New York

- Constructed and devised various projects on design thinking, user experience, innovation design, as well as performed design research.
- Projects include: Investigate the potential of alternative leather, Challenge from Nike - Materials Matter, The Future of UNIQLO Retail in Innovation

Skills

User Research
Prototyping
Wireframing
UI Design
Interaction Design
Usability Testing
Qualitative Research

Tools

Figma / Sketch / InVision
Adobe Creative Suite

Programming

HTML / CSS / Javascript

Education

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

Certification

Fashion Business
Parsons School of Design, 2018