

# Ching-Lun Teng

Organized and detail-oriented UX designer with education tech, fashion retail, and agriculture background. Start-up and Agile experience.

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## Experience

### UX Designer / Researcher

Oct 2020 - Present

Relevé Fashion, New York

- Lead UX research and design to improve customer journeys and experience of Relevé Fashion, international sustainable fashion e-commerce.
- Increase conversion rate over 30% by redesign UX flow and UI of the e-commerce site.
- Perform data analysis and user behavior analysis to create insightful and actionable findings.

### UX Researcher (Volunteer)

Oct 2019 - Present

Good On You, New York

- Discover user insights of Good On You, an ethical fashion brand ratings (web/ mobile).
- Collaborate with the CEO to plan and conduct research projects and user interviews.
- Identify and prioritize research questions based on business needs and research needs.
- Analyze and synthesize findings from UX research as actionable recommendations.

### UX Consultant

Jan 2020 - May 2020

Amplio, New York

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

### 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 engineer to redesign the web app to address user needs by designing user flows, wireframes, 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, user interviews, surveys, and usability testing.
- Iterated the design process by rapid prototyping to enhance the user experience of the web app.
- Partnered with CEO and PM to define the product strategy, vision, and roadmap.

## Skills

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

## Tools

Figma / Sketch / InVision /  
Adobe XD / Photoshop /  
Illustrator / InDesign

## 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