

Ching-Lun Teng

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

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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 30% conversion rate 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

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 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 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 main functions of EasyShu, a web app for Mandarin teachers.
- Increased 167% user growth by addressing user needs, mapping user flows, designing wireframes and mockups, 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 field visits, 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.
- 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

Code

HTML / CSS / Javascript

Education

Parsons School of Design
Strategic Design and Management,
Master of Science, 2017

Certification

Programming Foundations with
JavaScript, HTML and CSS
Coursera, 2018