



# Lishan Yen

Product Designer

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## Education

### Master of Science in Management

W. P. Carey School of Business, ASU

2022.08 - present  
Tempe, AZ

- Building fundamentals in strategic business skills and leadership, learning to solve real-world business challenges and exploring leadership concepts in depth.
- Established strong adaptability, open-mindedness, and problem-solving skills through experience of studying abroad.

### UX Design Certificate

Google

2022.02 - 2022.07  
Online

- Self-started 3 hands-on user-centered projects and completed rigorous training with 15 modules designed demonstrated ability to understand user behaviors.

### Bachelor of Science in Agronomy

National Chung Hsing University

2017.09 - 2021.06  
Taichung, Taiwan

- Conducted 2 research projects individually on agricultural environment issues to receive the degree, showing excellent skills in quantitative analysis and data organizing.

## Experience

### Ideation Lead: UX Design Freelance Work

Nav.it

2022.10 - 2022.12  
Remote, USA

- Redesign the community feature of the Nav. it Fintech app to create a more fun and engaging community system to combine with the app's current user experience under a coordinated environment, designing and shipping results quickly with a high quality in a Startup setting.
- Take on challenges to conduct usability testing and primary & secondary user research, including surveys and interviews, from planning to execution to derive conclusions and insights for further designs.
- Lead brainstorming sessions aiming to create a safe space to encourage generation of ideas and successfully incorporate insights into designs such as user flows, prototypes, and high-fidelity visuals designs following design principles.
- Presented designs to clients and other designers, showing excellent communication skills and an ability to articulately explain design decisions.

### Trading Specialist

UPL (Taiwan) Ltd.

2021.07 - 2022.05  
Taichung, Taiwan

- Facilitated order processing with communication skills and work cross-functionally with 3 departments of the company's Indian headquarter.
- Managed over 15 orders per month regarding order status tracking and follow-up.
- Represented customer services involving updating order status and processing customer complaints.

### Solutioneer

GreenLight Solutions

2022.09 - 2022.12  
Tempe, AZ

- Create tools that could make information about energy audits and energy efficiency more accessible in order to encourage sustainable energy practices.

## Skills & Interests

### Software & Technical Skills

- Microsoft Office (Word, Excel, PowerPoint), Figma, Adobe XD
- User Research, Personas, User Journey, User Flow, Wireframe, Prototype, Usability Test, Project Management, Communication

### Languages

- English (professional), Mandarin (Native)

### Interests

- Volleyball, Softball, Boxing, Swimming, Open-world video games



Portfolio