

Tianying Lyu

UI/UX Designer, Artist

✉ tianyinglyu@gmail.com

☎ 1-917-651-1606

🌐 <https://tianyinglyu.com>

🌐 [tianying-lyu-419609172](https://www.linkedin.com/in/tianying-lyu-419609172)

EDUCATION

Carnegie Mellon University
Master of Entertainment Technology

Pittsburgh, PA
May 2022

School of Visual Arts
Bachelor of Fine Arts in Design
Honors: BFA Design Department
Grant Award 2019;
High Term Honor 2019, 2018;
Term Honor 2017

New York, NY
May 2020

SKILLS

Design Skills:
UI/UX Design
Wireframing
Prototyping
UX Research
User Test
Game Design
3D/2D Art
Graphic Design
Motion Graphics
Branding

Softwares:
Sketch macOS
Autodesk Maya
Cinema 4D
Adobe Suites
(Photoshop, Illustrator,
InDesign, After Effects,
Premiere)
Language:
Fluent English
Native Chinese

ACADEMIC PROJECT

Building Virtual World, CMU ETC, UI/UX designer, Artist

- Created a new entertainment experience in each 2 weeks with other artist, programmers and sound designers in a team of 5
- Took design and art as a tool of indirect control to influence the guests' behavior and emotional perception
- Built experiences around topics such as the interactive storytelling, the beginner guidance, the immersiveness, the multiplayer interaction, and the interest curve
- Worked as an UI/UX designer and artist to create UI/UX design, level design, concept design, and 2D/3D art

Product Design, SVA, UI/UX designer, Artist

- Conducted interview-based qualitative researches to investigate the needs and frustrations of the target audience
- Designed and prototyped the Mind Cube mobile game, the Switch-it Time Management App and an interactive video streaming experience based on the Netflix digital ecosystem
- Created high-fidelity product prototypes individually through processes including the user research, conceptualization, wire-framing, experience design, interface design, user test and iterations

EXPERIENCE

Orion Business Innovation, New Jersey 5/2019 – 8/2019
UI/UX Design - Summer Intern

- Worked as a contractor to KPMG; Participated in creating the design system and visual identity for KPMG
- Worked with the team to redesign the experience and UI interaction for KPMG Clara smart audit platform to reach a 30% increase in the auditing efficiency
- Optimized the accessibility design for KPMG applications
- Designed UI and UX including wireframes for Turtle & Hughes employee portal
- Prototyped the Fintechgrate data visualization module

Shenzhen Deep Ecology Environmental Technology, Guangdong, 9/2018 – 8/2020
Visual and Experience Design - Freelance

- Redesigned the visual identity and digital design system
- Designed the Environmental Risk Assessment Platform for users to identify and manage risky factors
- Designed two 20-page brochures to showcase the company's qualifications, services, and successful cases

Inn No. 9, Shenzhen, China 5/2018 – 8/2018
Visual Design Freelance

- Designed logo and visual identity manual for Inn No. 9
- Applied visual identity system to create branding signage on Inn's outer wall and products such as napkins, mugs, business cards, and entrance cards
- Cooperated with interior designer to maintain consistent style in branding and interior decoration

Design Portfolio:

<https://tianyinglyu.com>