

Shirley

Product Designer

lyu

INFORMATION

Xiaoya (Shirley) Lyu
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PROFILE

I am a multidisciplinary product designer with a passion for creating intuitive and impactful user experiences. My industrial design skills and instructional design insights enable me to craft solutions that are both engaging and inclusive. With a strong foundation in UI/UX, lifestyle product design, and EdTech, I create products that enhance both digital and physical interactions.

RECOGNITION

SIT Furniture Design Award

Global

- Skate | 2023 Winner in Other Chairs

ArtCenter Gallery

Pasadena, CA

- Skate | Furniture | 2022 Fall
- Refugia | Spatial | 2022 Summer
- Sunrise | Speaker | 2021 Fall

SKILLS

Software

Figma | Adobe XD | Illustrator | Photoshop
Solidworks | Rhino | Keyshot | Gravity Sketch
Indesign | Microsoft Office

Design Skills

User Research | Wireframing | Prototyping
Interaction Design | Instructional Design
CMF Design | Graphic Design

Frontend Development

HTML | CSS | Javascript | React | Bootstrap

LANGUAGE

Chinese: Native
English: Proficient

EDUCATION & CREDENTIALS

Teachers College Columbia University | Sep. 2023 - May. 2025
New York, NY
Master of Art in Instructional Technology and Media

Art Center College of Design | Jan. 2020 - Apr. 2023

Pasadena, CA

Bachelor of Science in Product Design
Minor in Designmatters Social Innovation

Google UX Design Certificate | 2024

EXPERIENCE

UI/UX Design Intern | Sep. 2024 - Present

Curiously (EdTech AI Startup) | New York, USA

- Conduct user testing with Columbia University instructors, gather feedback, and iterate on product features to improve an AI chatbot platform for college classroom.
- Create wireframes and prototypes in Figma, refined features for better usability, and collaborate with engineering team for implementation.

Summer STE(A)M School Site Manager | Jun. 2024 - Aug. 2024

Beam Center | New York, USA

- Developed the "Connected Worlds" curriculum for 1,500+ English learners across 15 NY public schools, integrating storytelling and STEAM to foster engagement and improve learning outcomes.
- Managed and supported a team of high-school-aged instructors and public school teachers to implement the developed curriculum.

Learning Experience Designer | Nov. 2023 - Apr. 2024

Brooklyn Seltzer Museum | New York, USA

- Conducted user research to understand visitor needs, resulting in an interactive and educational design that improved engagement.
- Collaborated with stakeholders to refine and implement the selected design, considering spatial, technical, and budget constraints.

UI/UX Designer | Oct. 2023 - Dec. 2023

MasLab (Lamboozled Project) | New York, USA

- Designed user flows and interactive features for the educational game Lamboozled, using usability tests to improve prototypes, which boosted user satisfaction and learning outcomes.

UI/UX Course Assistant | Sep. 2023 - Dec. 2023

Teachers College Columbia University | New York, USA

- Led comprehensive Figma workshops, guiding students through user research, wireframing, and prototyping, resulting in improved student proficiency in UI/UX design tools and processes.
- Assisted in the development of mobile projects, providing feedback to enhance inclusiveness, usability, and design coherence.

Product Strategy Intern | May 2021 - Aug. 2021

Yang Design (Design Consultancy) | Shanghai, China

- Conducted comprehensive brand, trend, and user research to guide clients' product development strategies.
- Developed and refined various CMF (Color, Material, Finish) and product designs that aligned with user needs and market trends, helping clients create visually appealing and market-ready products.