

# Shirley Product Designer. lyu

Xiaoya (Shirley) Lyu  
<https://shirleylyu.com>  
[shirley.lyu.xiaoya@gmail.com](mailto:shirley.lyu.xiaoya@gmail.com)  
(626) 314-9080

## 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 | Chair | 2023 Winner

## SKILLS

### Software

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

### Design Skills

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

### Frontend Development

HTML | CSS | JavaScript | Bootstrap

## LANGUAGE

Chinese: Native | English: Proficient

## EDUCATION & CREDENTIALS

**Teachers College, Columbia University** | Sep. 2023 - May. 2025

Master of Arts | New York, NY

Instructional Technology and Media | GPA: 4.0

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

Bachelor of Science | Pasadena, CA

Product Design, Minor in Designmatters Social Innovation | GPA: 3.8

**Google UX Design Certificate** | 2024 - 2025

## EXPERIENCE

**Instructional Design Intern** | Feb. 2025 - Present

**Tesla** | New York, USA

- Design, develop, and refine training programs for current and future Tesla managers, to improve trainee satisfaction and learning outcomes through interactive learning materials.
- Manage instructional design projects and collaborate with key stakeholders to ensure training programs align with business needs and optimize the learning experience.

**Product Design Intern** | Sep. 2024 - Dec. 2024

**Curiously (EdTech AI Startup)** | New York, USA

- Developed and implemented a comprehensive style guide to ensure a consistent design system across the platform.
- Conducted user testing to iterate product features and enhance the usability of AI chatbot platform for college classrooms, resulting in over 95% satisfaction during user survey.
- Created wireframes and prototypes in Figma and collaborated with the engineering team for implementation.

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

**Beam Center** | New York, USA

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

**Learning Experience Design Lead** | Nov. 2023 - Apr. 2024

**Brooklyn Seltzer Museum** | New York, USA

- Conducted research on user needs; designed an interactive and educational experience that brought in 20% YoY growth in visitors.
- Collaborated with stakeholders to refine and implement the selected design, considering spatial, technical, and budget constraints.

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

**MascLab (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.

**Product Design Intern** | May 2021 - Aug. 2021

**Yang Design (Design Consultancy)** | Shanghai, China

- Conducted comprehensive brand, trend, and user research to guide clients' product development strategies.
- Designed and refined product aesthetics, form, and CMF (Color, Material, Finish) to align with user needs and market trends, enabling clients to develop visually appealing, market-ready products.