# Jianfei (Rita) Lyu

Full Stack UI/UX Designer

## PROFESSIONAL EXPERIENCE

### MIT Media Lab, Cambridge, MA — *UX Designer*

JAN 2023 - MAY 2023

The sole designer of [Neural Notes](#), a web-based music application aimed to encourage creativity through Jazz improvisations with machine learning algorithms.
 • Utilized an iterative design process, conducted multiple rounds of user interviews and market analysis to optimize user flows from 2 distinct user groups, incorporating feedback from 4 rounds of user testing to refine and enhance the user experience.
 • Collaborated cross-functionally with project lead and engineers to establish MVP features that balance both design and functional aspects of the application.
 • Delivered a functional high-fidelity prototype for implementation.

### Appian Corporation, McLean, VA — *UX Design Intern*

JUN 2022 - AUG 2022

UXD Intern on Low Code Robotic Process Automation (RPA) team.
 • Facilitated 4 user interviews, 4 rounds of design iteration, and 5 usability testings to incorporate [image capture](#) into the existing RPA tool. Presented both a best case scenario and a MVP design spec to developers.
 • Designed a customizable account creation template that enables a fast & intuitive authentication process with the Appian platform. Conducted A/B testing with participants to select the final design.
 • Designed empty state illustrations and multiple icons for an upcoming RPA feature.

### MIT Media Lab, Cambridge, MA — *Research Assistant*

OCT  2021 - MAY 2022

 • Through several rounds of iteration, developed both the interface and back-end machine learning models analyzing several themes related to the Freedom Radio project.

## SELECTED PROJECTS

### Aibly — *Product Designer*

APR 2022

A [fitness app](#) that empowers people with disabilities to improve their wellness, won **first place** in the 2022 Wellesley Designathon, *Empower*.
 • Conducted market analysis, ideated the information hierarchy, and delivered a high fidelity prototype with the focus on empowerment, personalization, and community building.

### Time Switch — *Product Designer & Front-end Developer*

JUN 2021 - AUG 2021

The lead designer of [Time Switch](#), a mobile app that enables seamless online cross-timezone communication.
 • Delivered the application after conducting 3 user interviews, 2 rounds of design iterations, and 3 heuristic evaluations. Implemented a product page using HTML, CSS, and Javascript.

## CONTACT

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## EDUCATION

**Wellesley College,** — *B.A. in Media Arts and Sciences*

**GPA 3.82**    SEP 2019 - MAY 2023

**Massachusetts Institute of Technology (MIT)**

**GPA: 4.00**    SEP 2021 - MAY 2023

Cross-Registered in Design, Media Arts and Sciences

## RELEVANT COURSEWORK

Human Computer Interaction, Data Structures, Extended Reality, Dynamic Interface Design, Algorithms, Databases, Digital Imaging, Data, Analytics, and Visualization

## SKILLS

### UIUX and Prototyping

Figma, Sketch, Balsamiq, Miro, InVision, Adobe Creative Suite

### Programming

HTML & CSS, Javascript, Python, Java, Flask, SQL, C#

### Motion Graphics and VR

Unity, Blender, Maya

### Process Skills

Design Thinking, Market Analysis, User Interviews, User Flow Mapping, Wireframing, Prototyping, Usability Testing

## ACTIVITIES

**Events Chair**, Wellesley in Product

**Student Manager**, Weissman Foundry Makerspace