

Lynette Bian

Digital Product Designer and Analytical Thinker.

 www.yuchunbian.xyz

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EDUCATION

Tufts University

Medford, MA

Sept 2013 - May 2018

B.F.A. in Studio Art

B.A. in International Relations

Minor in Human Factors

GPA: 3.76, Magna Cum Laude

Central Saint Martins

London, UK

Jan - June 2016

Graphic and Interaction Design

KEY SKILLS

Research

Qualitative Research

Quantitative Research

Writing

Interviewing

Design

Sketch

Framer

Photoshop

Illustrator

Principle

Invision

After Effect

Unity 3D

Development

HTML5/ CSS3

Bootstrap

Github

Languages

English

Mandarin Chinese

LEADERSHIP & DEVELOPMENT

Co-founder, Designer | Bean + Co

beanandco.co

- Started an online, 4-person creative agency specializing in branding, digital marketing and UI/UX design

Co-producer, Director of Design | Polyhack

- Worked on sponsorship, organizing design workshops and competitions for the annual hackathon at Tufts

President | Chinese Student Association

- Directed a board of 20 to organize university-wide events and recruited 10+ new members annually
- Hosted open meetings for 100+ students

EXPERIENCE

Digital Design Intern | Continuum

Boston, MA

Spring 2018

- Worked in diverse teams to create rich digital and analog experiences
- Brainstormed and envisioned ideas to arrive at design solutions
- Assist with field research in documenting interviews and analyzing results

UX Design Intern | VMware

Palo Alto, CA

Summer 2017

- Worked on Clarity Design System and designed a Clarity Sample App
- Conducted user research and explored design iterations
- Designed an end-to-end prototype and conducted user testing sessions
- Researched and designed UI components for Clarity

UI/UX Design Intern | Gain Life

Boston, MA

Spring 2017

- Created user persona to identify customer needs
- Designed user interfaces for a healthcare product for web and mobile platform
- Created style guide to support development process

Marketing Intern | Tufts Dining

Medford, MA

Sept 2014 - Dec 2015

- Responsible for online publicity through social media channels
- Managed projects to promote and document Tufts Dining events