

Ke Lyu

+86 13816076191 • kelu_chongqing@hotmail.com • kelyu.com • medium.com/@lukelyu

Experience



Lead UX Designer – NetEase Cloud Music

Dec. 2020 — Present

- Lead platform's podcast product design, serving over 4 million users to enable UX innovation and business growth.
- Helped 50% increase in DAU, 53% increase in penetration rate, 80% increase in MAU by 2022.



Product Design Manager – Red Pulse

May. 2018 — Dec. 2020

- Act as product design lead for the China market analysis platform and manage a team of 6 in the product team.
- Focus on the web platform and mobile app requirements analysis, UX design and product delivery.
- Acted partially as scrum master to manage development sprint and coordinated all developers and designers.



Senior UX Designer – Education First

May. 2016 – May. 2018

- Lead designer of EF core products including EFEC and EF Classroom across platforms that serves over 150 thousands of users globally per day.
- Built UX connection with stakeholders, sales, marketing, content, academics and developers.
- Contributed to mentoring junior designers, promoting EF awareness by co-organising UX events.



Senior UX Designer – Pactera

Dec. 2013 – Apr. 2016

- Developed potential business opportunities, created and presented business and design proposals.
- Responsible for major design work including requirements analysis, user research, interaction design and usability testing.
- Managed schedule of projects and a project-based team. Coordinated with clients, team members, dev. team and sales. Also responsible for design team quality control.



Interaction Designer – Clief

May. 2013 – Dec. 2013

- Responsible for business requirement analysis, information architecture, and wireframe design.
- Designed various platforms including website, CMS, mobile app, and desktop application.

Education

MSc

Human–Computer Interaction

University of Bath

Sep. 2011 – Sep. 2012

BSc (Hons)

IT Management for Business

University of Manchester

Sep. 2008 – Jun. 2011

Skills

Human Centered Design
Prototyping
UX Testing and Research
Requirement Analysis
Information Architecture
Team Management

Language

Chinese – Native
English – Working Proficiency