

Deyu Lyu

Portfolio: <https://deyulyuportfolio.pages.dev> | Email: lyuphoenix@gmail.com | Phone: (217)-305-8027

LinkedIn: www.linkedin.com/in/lyudeyu | Based in Chicago, IL

Experience

Product Experience Intern, Vosyn Inc. – Chicago, IL Jul. 2025 – Oct. 2025

- Spearheaded the end-to-end prototyping process for the VosynVerse main page, translating ambiguity into actionable low-fidelity models.
- Collaborated with the Product Experience team to architect and implement key platform features.
- Bridged the design-engineering gap by creating comprehensive documentation and detailed interaction specifications, which streamlined developer handoff and ensured pixel-perfect implementation.
- Executed high-fidelity visual refinements in Figma, establishing a cohesive design language across VosynVerse.
- Consistently aligned with team lead for product deliverables and maintained a high-quality product on schedule.

Design Intern, Amap Alibaba – Beijing, China Jul. 2024 – Aug. 2024

- Led the design and development of low-fidelity UI prototypes for the Runrui AI platform.
- Partnered with cross-functional teams to launch the Runrui AI platform, directly contributing to a successful product release on September 19, 2024.
- Designed high-impact visual assets for marketing and social media campaigns, ensuring strict brand consistency across all digital touchpoints.
- Leveraged marketing analytics to inform visual design decisions, ensuring branding consistency across all user touchpoints.

President, Champaign Photography Association – Champaign, IL Apr. 2023 – Apr. 2024

- Directed operations for a student organization with 80+ active members, resulting in a 35% increase in member engagement from previous year.
- Designed and led activities aimed at fostering community and strengthening connections among members.
- Conducted professional photography workshops, focusing on portrait and event photography techniques.
- Curated opportunities for members to gain hands-on experience in professional portrait and event photography.

Engineering Design Intern, Dalian Maritime Navigation – Dalian, China May 2023 – Sep. 2023

- Contributed to the development of shipment monitoring software, gaining experience in coding and testing.
- Developed foundational software engineering skills with a focus on data accuracy and system responsiveness.
- Led the user interface design for the shipment tracking system, prioritizing user-centered design principles.

Education

Northwestern University, MS in Engineering Design Innovation Sep. 2024 – Mar. 2026

- **Procter & Gamble Project:** Led concept validation and prototyping for consumer product building phase, presenting the final prototype to executive stakeholders.
- **Southwest Airlines Project:** Designed accessible interaction flows to enhance the passenger experience, balancing user needs with operational constraints.

GPA: 3.83/4.0

University of Illinois at Urbana-Champaign, BFA in Industrial Design Aug. 2020 – May 2024

Course Work: Human-centered Design, Design Principles, Art History, Advanced Photography

Honors: Dean's List (2020-2021)

GPA: 3.87/4.0

Skills

Design: User Research, Wireframing, Prototyping, 3D Modeling, Interaction Design, Design Systems.

Tools: Figma, Framer, SolidWorks, Rhino, KeyShot, Adobe Creative Suite (Photoshop, Illustrator).

Core: Team Leadership, Cross-functional Collaboration, English & Chinese (Bilingual).

Interests: Basketball, Badminton, Automotive Modification, Medium Format/film Photography, MLB Analytics.