

Deyu Lyu

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

Experience

Design Coach, Northwestern University – Evanston, IL

Jan. 2025 – Mar. 2026

- Coached multiple design courses and helped student teams through human-centered design methods, including user research, journey mapping, ideation, sketching, and design validation.
- Led group critique sessions to improve interaction flows, information hierarchy, and presentation quality.
- Helped students translate benchmarking insights into design opportunities and polished prototypes.

Product Experience Intern, Vosyn Inc. – Chicago, IL

Jul. 2025 – Oct. 2025

- **Drove the end-to-end prototyping process for the VosynVerse main page, turning low-fidelity mockups into polished, high-fidelity visuals for the newly-built AI platform.**
- Bridged the design-engineering gap by creating comprehensive documentation and detailed interaction specifications, which streamlined front-end handoff and ensured pixel-perfect implementation.
- Executed high-fidelity visual refinements in Figma by using features such as auto-layout and variants, establishing a cohesive design language across VosynVerse.
- Aligned with the team lead on product deliverables and delivered 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, contributing to a successful product release on September 19, 2024.
- Used Figma to design visual assets for Amap's public account, establishing a gradient blue earth icon as the recurring key visual and standardizing the layout and slogan across posts.

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 on campus, focusing on portrait and event photography techniques.
- Curated opportunities for members to gain hands-on experience in professional portrait and event photography.

Education

Northwestern University, MS in Engineering Design Innovation

Sep. 2024 – Mar. 2026

- **Procter & Gamble Project:** Validated concept directions through on-site interviews and low-fidelity testing, built the final prototype in SolidWorks, and presented the complete solution to P&G executives.
- **Southwest Airlines Project:** Researched accessibility pain points and designed inclusive check-in and boarding flows in Figma, balancing passenger experience with operational and cost 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, 2023 Spring)
- **GPA: 3.87/4.0**

Skills

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

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

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

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