Lyujiang Chen

jeremycricchus@gmail.com | https://www.ricchus.com/
A Mixed Method Researcher and *Creative Developer* with experience in *Business Management*

EDUCATION

Georgia Institute of Technology   **Atlanta, GA**
Master of Human-Computer Interaction (Interactive Computing Track)   *August 2024 – Present (expected: May 2026)*
- Certificate: Management of Technology
- Coursework: UX Research, Psychology Research, Interactive Environment.

New York University   **New York, NY**
Bachelor of Fine Arts, Interactive Media Arts (Minor: Economics) | Major GPA: 3.64/4.00   *September 2018 -- May 2022*
- Awards: Graduate with Honors, Dean's List
- Coursework: Designing Interfaces for Live Performing, Machine Learning For Arts, User Experience Design, Networked Media
Certificate: Bridge to Computer Science | Letter grade: A-   *April 2023 – July 2023*
- Awards: Certificate with distinction
- Coursework: Data Structures and Algorithms, Object Oriented Programming concepts, Operating Systems.

WORK EXPERIENCE

Aion   **Remote, Japan/China**
Business Counselor   *June 2024 – Present*
- Financing Project Lead:
  - Directing external financing for a new Nursing home in Tokyo valued at $2.8 million.
  - Developing an innovative reproducible strategy for future expansion in the Tokyo area.

LeeMoArt   **Hangzhou/Remote, China**
Partner, Business & Product Development Counselor   *May 2023 – May 2024*
- User Research Project Lead:
  - Initiated and led a weekly user metrics collection with content creators, filling a gap in user studies.
  - Analyzed and established 5 high signal benchmarks for critical user interaction metrics, contributing to a 50%+ improvement in user acquisition rate through a new marketing strategy, quadrupling website traffic, and generating more than 12 times in revenues, within 2 months. (Documentation: https://www.ricchus.com/sap-web)
- External Account Management:
  - Oversaw the creation of product content for Disney, resulting in a collaborative 2-minute product video with LeeMoArt for Little Mermaid publicity.
  - Reached out and managed a portfolio of over 5 external customer accounts, totaling an approximate monthly value of $10,000.

Yongkang Zongbang Import and Export Co. Ltd   **Jinhua, China**
Brand Manager, Counselor   *October 2022 – April 2023*
- Head of Branding Initiatives:
  - Orchestrated the integration of two distinct legacy product lines into a cohesive and unified brand identity.
  - Spearheaded content creation campaigns across Facebook, Twitter, and Instagram with daily posts, reaching over 1,000 individuals and significantly boosting user interaction, leading to a yearly revenue increase in the millions of USD.
- Project Manager and Instructor of Videography and Photography Training Program:
  - Curated a comprehensive 100-hour training curriculum for a three-person marketing and content creation team.
  - Created instructional materials on a diverse range of topics including studio setup, editing, and video production.
  - Revamped a 600-square-foot studio space to align with the brand's aesthetic, enhancing the range of creative possibilities for capturing captivating visuals.
- Creative Director for Exhibition Booth: (Documentation: https://www.ricchus.com/s-projects-basic)
  - Conceptualized, coded, and fabricated an exhibition booth for KAZTOOLEXPO, an esteemed international trade show with 100+ installations, attracting over 1,000 visitors. Achieved a significant increase in product sign-ups, exceeding 100% YoY.

PROJECTS

Product Developer   **Sep. 2024 | Atlanta, GA**
- Researching for and developing a tech support system based on a kiosk in a team for Cox, serving more than 9000 staff on its campus.

UX Researcher / Designer   **Sep. 2024 | Atlanta, GA**
- Initiating an innovative campus app to improve the on-campus navigation for over 26000 Gatech students, especially the disabled.

Product Manager / Developer   **Oct. 2024 | Atlanta, GA**
- Managing a creative media project on the Gatech campus with a team of 4.
- Programming, using JavaScript and HTML, building-scale projection mapping installations to allow all the students to interact.

SKILLS & CERTIFICATE

Computer Language:	JavaScript, C++, Multimodal content generation algorithm, SQL, HTML & CSS
Design:	Graphic Design, Photography, Filming, Figma, Adobe Illustrator, Unreal Engine
Digital Engineering:	Arduino Programming, Physical Fabrication, Digital Fabrication, 3D Print
Language Proficiency:	Mandarin Chinese (fluent), English (fluent), Japanese (intermediate)
Business & Finance:	Chinese Fund Certificate, Financial Analysis, Business Analysis, Data Analysis