

MELODY CHEUNG

PRODUCT DESIGNER

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SUMMARY

I am a Product Designer with a strong background in Analytics and Product Management. I like approaching problems with my Analytical Hat and thinking up solutions with my Creative Hat!

WORK EXPERIENCE

CURRENT PRODUCT DESIGNER, NEXTIVA

- Currently designing a Business Intelligence Analytics software from scratch
- Define problems by conducting in-depth User Research and Stakeholders' Interviews
- Define Product Roadmaps by collaborating with Product Owners and Engineers
- Create System Map to demonstrate complex relationships between functionalities and data
- Create usability test plan for regular tests against design ideas
- Design the layout and components of other existing products for effective communications

OCT 16 - APR 17 DIGITAL PRODUCT DESIGNER, INSTABEAT

- Designed Instabeat Mobile iOS App from start to finish
- Conducted User Research to define users' problems
- Created System Maps directed by users' scenarios
- Refined design by frequently checked in with users using various fidelity designs
- Designed the visual language of Instabeat's iOS app

JUN 13 - MAR 16 DATA MANAGEMENT ANALYST, GOOGLE

- Designed dashboards & tools for global sales to improve efficiency & compensation accuracy
- Conducted user interviews to collect painpoints and use cases for data product
- Planned and managed Data Management Projects that improved product performance

MAR 15 - FEB 16 PRODUCT MANAGER, 1 BILLION ACTS OF PEACE

- Prioritized product features and defined road map based on users & donors' needs
- Led Design Sprints to define problems, ideate and test solutions.

EDUCATION

JUN 11 B.A. COMMUNICATION STUDIES, UCLA

SOFTWARES

SKETCH
ADOBE XD
INVISION
PHOTOSHOP
ILLUSTRATOR
HTML/CSS
SQL

SKILLS

UI DESIGN
PROTOTYPING
VISUAL DESIGN
USER RESEARCH
PRODUCT MANAGEMENT
USABILITY TESTING
INFORMATION ARCHITECTURE

LANGUAGES

ENGLISH
CANTONESE
MANDARIN

HOBBIES

BACKPACK TRAVELING
PHOTOGRAPHY
READING
CINEMA