

MELODY CHEUNG

UX/UI DESIGNER

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SUMMARY

Hi, I am Melody. I am a UX/UI Designer with a background in Data Analysis. For about 3 years, I worked as an Analyst to bring solutions to increase efficiency of Global Sales Teams. Now, I apply those analytical and empathetic skills to design UX/UI solutions for users.

WORK EXPERIENCE

PRESENT Digital Product Designer, Instabeat

- Design a teaser website as well as an upcoming product website.
- Designed the complete Fitness Tracking Mobile App from scratch.
- Conducted user research (interview, survey, observations, etc.) to get into swimmers' mindsets.
- Created swimmers' personas, user flow, journey maps and system maps to facilitate design.

PRESENT Freelance UX/UI Designer, Various Companies

- Provide UX Design Service from Usability testing, Research to Design for Various Startups.

APR 16 - JUN 16 UX Consultant, Outsoul

- Redesigned mobile web UI to streamline trip discovery flow and decreased bounce rate.
- Conducted user research, card-sorting, competitive/comparative analysis and usability test.
- Delivered personas, user journey maps, information architectures, wireframes & prototypes.

JUN 13 - MAR 16 Data Management Analyst, Google Inc.

- Designed dashboards & tools for global sales to improve efficiency & compensation accuracy.
- Collected painpoints & use cases to form feature proposals for product team.
- Planned and managed Data Management Projects that improved product performance.

MAR 15 - FEB 16 Pro Bono Product Manager, 1 Billion Acts Of Peace

- Defined Product Roadmap and prioritized features based on users & donors' needs.
- Led Design Sprints to define problems, ideate & test solutions.

EDUCATION

JUN 11 B.A. Communication Studies, UCLA

Los Angeles, CA

SOFTWARES

SKETCH
INVISION
PHOTOSHOP
HTML/CSS
SQL
FLINTO

SKILLS

UI DESIGN
VISUAL DESIGN
PROTOTYPING
DATA ANALYSIS
SYSTEM MAPPING
JOURNEY MAPPING
PERSONAS
INFORMATION ARCHITECTURE
PRODUCT MANAGEMENT
USER RESEARCH
USABILITY TESTING

LANGUAGES

ENGLISH
CANTONESE
MANDARIN

HOBBIES

PHOTOGRAPHY
BACKPACK TRAVELING
CINEMA