



# WEI CHENG

## UI/UX DESIGNER | Design. Make. Repeat.

weichenglily.com | wei.cheng@utexas.edu | 512.803.7786 | Austin, TX

### EDUCATION

#### **University of Texas at Austin**

MS in Information Studies

User Experience Design

Austin, TX | May 2020 | GPA 3.84

#### **National Sun Yat-sen University**

BS in Information Management

Kaohsiung, Taiwan | June 2018

#### **San Diego State University**

Fowler College of Business

Exchange Student

San Diego, CA | Jan - May 2018

### SPECIALTIES

Wireframing

Web/Mobile Prototyping

Interface Design

User Research

Interview

Journey Mapping

Usability Testing

### DESIGN

Sketch

InVision, Flinto, Principle

Balsamiq

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

### PROGRAMMING

HTML, CSS, JavaScript

PHP, MySQL

Java

### EXPERIENCE

#### **Healthcare Experience Lab** — UI/UX Designer

Austin, Texas | Feb. 2018 - current

- Designed, implemented and managed website for Healthcare Experience Lab at iSchool of UT Austin using Sketch, HTML, CSS on WordPress.

#### **Microsoft** — Developer Experience Intern

Taipei, Taiwan | July 2016 - June 2017

- Identified 500 developers' needs through surveys, organized seminars regarding Azure for Developer eXperience and Evangelism Department.
- Promoted and lectured Xamarin Studio Workshops, increasing annual platform registration rate by 40% compared with previous year.

#### **Adventrip** — Web and UX Designer

Kaohsiung, Taiwan | Sep. 2016 - May 2017

- Implemented frontend designs for website by collaborating with project manager and visual designer in a startup environment of 6 people.
- Created interactive prototype by HTML, CSS, Javascript, jQuery.

#### **Kaohsiung Rapid Transit Co.** — Frontend Designer and Engineer

Kaohsiung, Taiwan | Oct. 2015 - Mar. 2016

- Designed and organized a responsive website of 2016 corporate image film competition with project managers, visual designers and engineers.
- Implemented website and registration system user interface used by 80+ competition teams using HTML, CSS, JavaScript.

### PROJECTS

#### **Design Diary** — UX Research and Usability Evaluation

Austin, Texas | Sep. 2018 - Dec. 2018

- Researched, critiqued, and redesign for 10 things including websites, mobile applications and everyday things using usability evaluation methods.
- Received 105 claps and 30 followers on my Medium publication site.

#### **Artism** — UX Research and Design

Austin, Texas | Sep. 2018 - Dec. 2018

- Observed preschool kids and interviewed with parents in Austin Central Library to discover user's needs of children's educational technology on tablets.
- Designed the wireframe and prototype using Balsamiq and Sketch.

### VOLUNTEER

#### **Dell Children's Medical Center of Central Texas** — Technology Assistant

Austin, Texas | Sep. 2018 - Oct. 2018

- Researched and assisted with a mobile app creative solution using QR code scanner to increase the engagement for a librarian conference.