

# Amanda Cheng

## Product Designer

### LET'S CONNECT

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863-409-9607

acheeeeeng.com

### EDUCATION

Google UX Design Professional  
Certificate  
August 2021

#### University of Florida

Master of Arts in Mass  
Communication specializing  
in Web Design  
December 2017

Bachelor of Arts in Anthropology  
May 2013

### SKILLS

#### USER EXPERIENCE

User Research

User Testing

#### DESIGN

Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

#### DEVELOPMENT

React JS

Angular JS

HTML

CSS / Bootstrap

#### PROJECT MANAGEMENT

Agile Scrum Foundation  
Certified

### EXPERIENCE

#### Freelance

September 2020 - Present | **Designer / Developer**

- Work with clients on contracted projects to redesign their websites or products
- Provide research and recommendations to help clients define their visual and branding strategies
- Develop responsive websites using various front-end languages or custom site editors

#### Coursera

November 2021 - February 2022 | **UX Design Learning Coach**

- Supported a total 4.5k+ learners by investigating complex issues including platform, subject matter content, and UX design tools
- Created the structure for and conducted 15 instances of UX Design office hours for a global audience
- Developed a collection of FAQs to provide learners with accurate and concise guidance throughout their learning journey

#### ITProTV

January 2018 - September 2020 | **Product Designer / Developer**

August 2017 - January 2018 | **Intern**

- Collaborated with team members on a myriad of visual elements associated with website/product design, graphics, lead gen pages, email campaigns, and other collateral contributing to an increase in B2C/B2B conversions and a 40% growth in revenue
- Produced design elements that 220,00+ users interact with on a daily basis for the company's various product apps including an admin portal and a learning management system leading to a 94% annual retention rate
- Designed and optimized user-facing features in product application using Adobe XD to mockup and prototype
- Developed responsive, accessibility compliant website and product features using ReactJS and Elm
- Managed projects from conception to deployment using agile methodology and collaborative organizational software
- Conducted user research and testing for new projects or features prior to implementation