Amanda Cheng
Product Designer

LET'S CONNECT

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acheeeeng.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 customers 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