

# Yiwen Ashley Cheng

UXUI Designer

## Experiences

● Current

### UX Design Intern

Impact / Remote

- Utilize user insights to understand current experience and devise solutions to enhance it.
- Work closely with product and engineering for business requirements.
- Redesign current platform signup flows with design solutions based on usability, intuitiveness, consistency & delightfulness.

● Jan. 2016 -  
May. 2019

### Bridal Alterations Coordinator

Vera Wang / Beverly Hills

- Provide customer services up to VW Standards
- Coordinate bridal alteration appointments
- Maintain and update inventory
- Uphold professional communication with management and production team.

● April. 2016 -  
April. 2017

### Fashion Stylist

Club Monaco / Beverly Hills

- Provide in-store client assistance and styling tips
- Promote the brand with passionate determination
- Familiarize with current trends and constrictive information of all Club Monaco collections.

## Education

● Recently  
Graduated

### UX UI Bootcamp

UCI Division of Continuing Education/ Irvine

● Sep. 2014 -  
Mar. 2018

### Fashion Design / Menswear / BA of Arts

Fashion Institute of Design & Merchandising/  
Los Angeles

## Contact

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in [www.linkedin.com/in/ashwcheng](http://www.linkedin.com/in/ashwcheng)

🔗 <https://github.com/ashwcheng>

## Portfolio

✎ <https://ashwcheng.github.io/>

## Skills

- ✓ User interviews & surveys
- ✓ Affinity diagram
- ✓ Personas
- ✓ Storyboard & journey map
- ✓ Usability testing
- ✓ A/B testing & Heuristic evaluation
- ✓ Invision
- ✓ Adobe Suite
- ✓ Sketch
- ✓ Information architecture
- ✓ Responsive design
- ✓ Wireframes & prototype
- ✓ CSS
- ✓ HTML
- ✓ JavaScript