



# John Cheung

Web2 | Web3 Product Designer

## Experience

### **Fear City - Project Lead | Web3 Strategist | Community Manager**

Feb 2022 - May 2023

- Built, managed and nurtured an active and engaged Web3 community of 30K followers on Twitter and 14K on Discord, building strong relationships with community members and fostering a positive and inclusive environment.
- Organized and facilitated community events, such as AMAs and workshops to educate and empower community members and drive awareness of the project.
- Provided guidance on roadmap, white paper, token mechanics strategy to further engage community and maintain success of the project

### **Yellowheart - VP Of Product Design**

Jul 2021 - Jan 2022

- Led and managed a small team of designers and project managers, establishing a collaborative and creative work environment
- Developed and implemented design strategies aligned with business goals, market trends, and user needs.
- Oversaw the end-to-end design process, from concept development to prototyping, user testing, and final delivery.
- Collaborated closely with cross-functional teams, including product management, engineering, and marketing, to ensure seamless integration of design throughout the product development lifecycle.
- Conducted user research, usability testing, and market analysis to gain insights and inform design decisions.

### **TheGuarantors - Senior UX | UI Designer**

Aug 2019 - May 2020

- Created innovative and visually appealing user interfaces for web and mobile applications.
- Worked closely with cross-functional teams to gather requirements, define product vision, and develop user stories.
- Developed wireframes, interactive prototypes, and visual designs to communicate design concepts and user flows.
- Conducted user research, including interviews and surveys, to gain insights into user needs and preferences.
- Participated in user testing and usability studies to gather feedback and iterate on designs.

### **Relationship Science - Senior UX | UI Product Designer**

May 2017 - June 2019

- Established entire User Experience department cadence and guidelines
- Oversaw complete redesign of entire product line which includes the Enterprise (B2B), Professional (B2C), and Free site.
- Conducted annotated wireframe presentations and idea collaboration sessions with both product team and development team
- Implemented current brand guidelines and executing gradual introduction of new brand elements into the current platform.
- Conducted user interviews with existing clients to discover and define user needs/pain points
- Led user testing sessions with clients to inform design of new products
- Conducted QA testing of updates prior to release
- Managed A/B testing of free site to inform redesign

**New York-based product designer creating inclusive experiences in both the web2 & web3 space.**

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## Education

### **Boston University**

May 1998

B.A. Mass Communications/ Advertising

### **General Assembly**

February 2015

User Experience Immersive

## Skills

### **Design**

UX Research • HCI Interaction Design • Competitive Analysis • User Flows/Personas • Journey Mapping • Information Architecture • Wireframing • Prototyping • Usability Testing

### **Software**

Figma • Sketch • Invision • Adobe CC ( Photoshop, Illustrator, InDesign ) • HTML • CSS • Jira • Confluence