


# CHENG JINGXIU

MSc Student in Human-Computer Interaction with knowledge and research experience in Psychology.

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## EDUCATION

### MSc Human-Computer Interaction

University College London (UCL)  
Sep 2020 - Present

- Relevant modules:
  - Interaction Science
  - Interaction Design
  - Accessibility & Assistive Technologies
  - Future Interfaces
  - Serious & Persuasive Games
  - User-Centred Visualisation

### BSc Psychology

University College London (UCL)  
Sep 2017 - Jun 2020

- First Class Honours
- Graduated top of the cohort (79%).
- Awards:
  - Faculty Medal Award
  - BPS Undergraduate Award
  - Cecily de Monchaux Prize
  - Faculty Undergraduate Scholarship
  - Burt Prize

## SKILLS

**Research:** Usability Tests, User Interviews, Card Sorts, Tree Tests, Surveys, Personas, Heuristic Evaluation, Competitive Analysis, Affinity Mapping

**Software:** Figma, Sketch, InVision, XD, Photoshop, Illustrator, After Effects, Optimal Workshop, Zoom, Trello, Miro

**Front-End:** HTML, CSS, JavaScript, Bootstrap, SASS, Squarespace, Shopify

**Data Analysis:** Python, R, SPSS

**Languages:** English, Mandarin Chinese

## EXPERIENCE

### User Experience (UX)

#### UX Researcher

Sep 2020

Freelance (Remote)

- I worked remotely as a UX Researcher for a vegan grocery based in Singapore, to improve the user experience and information architecture of their online e-commerce website.
- My main responsibility was to conduct user research to (1) discover the usability issues of the current website and to (2) test the effectiveness of our ideas.
- The client was pleased with our recommendations and have implemented some of our proposed solutions.

#### Product Research Intern

Jun 2020 - Aug 2020

CuriousCore (Singapore)

- As a Product Research Intern in this education startup, I interviewed and surveyed customers, analysed web analytics and examined competitor products. I used the research insights to enhance the user experience of their live website and improve the content and marketing of their UX courses.
- I also helped out on the 4-month UX Career Transition Course as a Teaching Assistant, where I supported students with usability testing, interviewing and heuristic evaluations for their real-world UX projects. I was also responsible for conducting lessons in UX Research and Figma, writing articles on UX topics, and compiling UX learning resources.

### Psychology Research

#### Research Intern

Aug 2019 - Sep 2019

UCL Institute of Cognitive Neuroscience (London, UK)

- I conducted literature reviews and designed a survey for a research project on mental capacity assessments.

#### Summer Research Intern

Jun 2019 - Jul 2019

Johns Hopkins University (Baltimore, US)

- I designed experiments, recruited and tested participants, analysed data, created data visualisations, and delivered presentations for a research project on visual working memory.

#### Undergraduate Research Assistant

Oct 2019 - Mar 2019

UCL Psychology & Language Sciences (London, UK)

- I assisted in research on perception, decision-making and memory at various research laboratories. I was responsible for participant recruitment, participant testing and data analysis.