# 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*

• *Modules:*
  - Interaction Science
  - Interaction Design
  - Accessibility & Assistive Technologies
  - Future Interfaces
  - Serious & Persuasive Games
  - User-Centred Visualisation

• *Expected end date:* Sep 2021

### 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, Optimal Workshop, Zoom, Miro, Trello

**Design:** Figma, Sketch, InVision, XD, Photoshop, Illustrator, After Effects

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

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

**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 store based in Singapore, to improve the user experience and information architecture of their e-commerce website.

• My main responsibility was to conduct user research to discover the usability issues of the current website and to test the effectiveness of our ideas.

#### 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.