Jingxiu Cheng

Product Designer with 4+ years of experience and a Master's in Human Computer Interaction, specialising in UI design, user research and design systems.

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EXPERIENCE

Senior UX Architect, DSTA

Feb 2022 - Present (promoted Jul 2024) | Full-Time | Singapore

- Designed multiple products in the information domain using Figma and Adobe XD, achieving consistent improvements in usability (SUS/UMUX-Lite) and user satisfaction (CSAT/NPS).
- Conducted strategic user research (e.g. workshops) to identify key user problems and tactical user research (e.g. usability tests) to uncover actionable design insights.
- Collaborated closely with product managers and developers in cross-functional Agile/Scrum teams, ensuring successful product outcomes and effective developer handoffs.
- Led a cross-functional team of designers and developers to strategise, build and maintain our design system, enhancing efficiency, quality and consistency across products.

UX Designer, Dunnhumby

May 2021 - Sep 2021 | Master's Project | London, UK

- Conducted interviews and usability tests to develop personas, user flows and design enhancements for an existing data analytics product used by major grocery retailers.
- Designed a prototype in Figma that received higher ratings for intuitiveness and usability compared to the previous version.

UX Evaluator, UCL

Jul 2021 - Aug 2021 | Internship | London, UK

- Conducted user tests, interviews, surveys, and card sorts to improve the usability and information architecture of a website used to report university incidents and seek support.
- Collaborated with stakeholders and other UX evaluators to define project outcomes, resulting in a comprehensive research report with actionable recommendations.

UX Researcher, Everyday Vegan

Sep 2020 | Freelance | Singapore (Remote)

- Led usability tests and user interviews to improve an e-commerce store, resulting in an improved checkout experience and increased user satisfaction.
- Developed a new information architecture through a card sort process, achieving a 100% success rate and directness score in a follow-up tree test.

Product Researcher, CuriousCore

Jun 2020 - Aug 2020 | Internship | Singapore (Remote)

- Conducted interviews, surveys, and competitor analysis to enhance UX course content and marketing strategy, leading to increased student acquisition and engagement.
- Led workshops in UX Research and Figma, and provided mentorship to students on UX projects.

EDUCATION

MSc Human-Computer Interaction, UCL

2020-2021 | Distinction (Dean's List)

- **Modules:** Interaction Science, Interaction Design, Future Interfaces, Accessibility & Assistive Technologies, User-Centred Data Visualisation, Serious & Persuasive Games
- **Dissertation:** User-Centred Database Query Interfaces (Distinction)

BSc Psychology, UCL

2017-2020 | First Class Honours (Dean's List)

- Attained multiple awards for graduating top of the cohort, including the prestigious Faculty Medal Award and British Psychological Society Award.
- Research assistant for various psychology labs, assisting in experimental design, participant testing and data analysis.

CERTIFICATIONS

UX Certification by Nielsen Norman Group
WSQ Product Management by CuriousCore
Certified ScrumMaster by Scrum Alliance

SKILLS

Design: UI Design, Interaction Design, Wireframing, Prototyping, Information Architecture, Personas, JTBD, User Flows, User Journey Mapping, Design Systems

Research: Usability Testing, User Interviews, Surveys, Workshops, Contextual Inquiry, A/B Testing, Card Sorting, Tree Testing, Competitive Analysis, Heuristic Evaluation

Product Management: Product Vision & Strategy, Roadmapping, Cross-Functional Collaboration, Agile/Scrum Methodologies

Programming: HTML, CSS, JavaScript, React

Software: Figma, Adobe CC, Sketch, Axure RP

Languages: English (native), Mandarin (fluent)

SPEAKING ENGAGEMENTS

Guest Speaker at NTU UXPM Course (2025)
Podcast Guest at CuriousCore (2022)