Jingxiu Cheng

UX Designer with a background in Human Computer Interaction and Psychology.

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EXPERIENCE

UX Designer, Dunnhumby

May 2021 - Sep 2021 │ Internship │ London, UK

- Improved the user experience of a **data analysis tool** that was used to analyse the customer transaction data of large grocery retailer clients.
- Conducted remote **usability tests** and **interviews** to identify design limitations of the product.
- Designed an **interactive prototype** that was rated as more intuitive and usable in a user evaluation.
- Communicated closely with the **product team** to ensure that the goals of stakeholders were met.

User Experience Evaluator, UCL

Jul 2021 - Aug 2021 │ Internship │ London, UK

- Improved the university's **Report and Support (R&S) platform** which allows students and staff to report incidents or get support.
- Conducted remote **user tests**, **interviews**, **card sorts** and **surveys** to identify the usability problems of the website (front-end) and the case management system (back-end).
- Collaborated with **two other UX Evaluators** to produce a **research report** with useful design ideas and information architecture recommendations.

UX Researcher, Everyday Vegan Grocer

Sep 2020 │ Freelance │ Singapore

- Worked with a vegan grocery store to improve the user experience of their **e-commerce website**.
- Translated **usability test** and **user interview** findings into actionable design solutions that were successful at increasing user satisfaction.
- Created a **new information architecture** based on results from a card sort, which achieved a success rate and directness score of 100% in a tree test.
- Communicated actively with **stakeholders** to understand project requirements and collaborated remotely with **two other UX Designers**.

Product Research Intern, CuriousCore

Jun 2020 - Aug 2020 │ Internship │ Singapore

- Worked with the **education start-up** to improve the content and marketing of their UX courses.
- Conducted remote **interviews**, **surveys** and **competitive analyses**, and used the research insights to improve their website and UX courses.
- **Conducted lessons** in UX Research and Figma and **supported students** with their UX projects.

EDUCATION

MSc Human-Computer Interaction, UCL

2020-2021 │ Distinction

- **Dean's List** (top 5%).
- **Dissertation:** User-Centred Database Query Interfaces (Distinction)

BSc Psychology, UCL

2017-2020 │ First Class Honours

- Graduated **top of the cohort**.
- **Research assistant** for various psychology labs, assisting in experimental design, participant testing and data analysis.
- **Dissertation:** Reinforcement Learning in Spatial Navigation (Distinction)
- **Awards:** Faculty Medal Award, British Psychological Society Award, Faculty Undergraduate Scholarship For Excellence, Cecily De Monchaux Prize, Burt Prize

SKILLS

Research

Usability Testing • User Interviews • Surveys • Card Sorting • Tree Testing • A/B Testing • Contextual Inquiry • Diary Studies • Analytics • Competitive Analysis • Heuristic Evaluation

Design

Interaction Design • UI Design • Information Architecture • Sketching • Wireframing • Prototyping • Data Visualisation • Personas • Affinity Mapping • User Journey Mapping

Programming

HTML/CSS/JavaScript • React • Python • R

Software

Figma • Sketch • InVision • Axure RP • Adobe XD • Adobe Photoshop • Adobe Illustrator • Optimal Workshop • Tableau • SPSS • Miro • Trello • Notion • Microsoft Teams • Zoom

ADDITIONAL INFORMATION

Languages

English (Native) • Mandarin Chinese (Fluent)

Interests

Volunteering • Music • Travel