

Cheri Wang

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Chicago, IL

Experience

Publicis Sapient

Associate Experience Designer

July 2021 – Present
Chicago, IL

Do it Best

Collaborated with a cross functional team of business stakeholders, engineers, and product owners, to redesign and deliver the desktop & mobile e-commerce platforms and design system. Owned and designed 4 features, and collaborated on 9+ features and templates. Designed and organized components in the design system. Created high-fidelity, working prototypes to communicate experience interactions and behaviors, and partnered with engineers to pass off designs for implementation.

Manscaped

Delivered a future state vision for the Manscaped site navigation, browsing, and shopping experience with a team of content strategists, design strategists, and designers. Collaboratively handed off 6 sets of responsive web wireframe templates.

Intel

Collaborated with a cross functional team in an ongoing effort to audit and improve the website experience. Redesigned 10+ features across the search, B2B and B2C logins, and the Intel Marketplace. Worked directly with the accessibility team to design WCAG compliant features.

MasterBrand Cabinets

With a team of designers and strategists, conceptualized a high-level vision and future state journey for MasterBrand's in-store showroom and digital customer-designer experiences. Wrote epics and feature descriptions for the future state journey, created a user flow, and designed screens to visualize potential features.

NCXT

User Experience Intern

June 2020 – Sept 2020
Minneapolis, MN

Conducted 25+ individual usability test sessions to synthesize insights and provide recommendations to the client for the current and future state of the product. Created low and high fidelity wireframes for testing, and helped design and iterate upon five different app features during five two-week interval sprints.

UMN Design U

Project Lead & Consultant

Jan 2019 – Jan 2020
Minneapolis, MN

Led a multi-disciplinary team of five for ten weeks through the design process to brainstorm, design, and deliver a sitemap, website templates, and wireframes for the client. Communicated directly with the client, delegated work for the team, and set milestones to ensure on-time delivery.

Education

University of Minnesota

Class of 2021

Bachelor of Science in Product Design

Emphasis in User Experience
summa cum laude, with distinction | 3.77 GPA

Skills

Design Tools

Figma	Illustrator
Sketch	Photoshop
InVision	Adobe AEM
Axure RP	HTML/CSS

Design Thinking

Wireframing & Prototyping	Usability Testing
Accessible Design	Flow Diagrams
Rapid Idea Generation	Feature Prioritization
Personas & User Stories	Design QA