Cheri Wang

cheriwang.design/
cw.cheri@gmail.com
Chicago, IL

Experience

Publicis Sapient
Associate Experience Designer

July 2021 – Present
Chicago, IL

Do it Best
Collaborated with a cross functional team of designers, product owners, and developers to redesign the desktop and mobile e-commerce website. Owned and designed 4 features and collaborated on 9+ features and templates. Designed and organized components in the design system. Translated business requirements into wireframes and high fidelity prototypes for client review and dev hand off.

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

Intel
Collaborated with a team of project managers, engineers, and business stakeholders 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.

Early Careers
Assist the PS Early Careers committee during orientation planning and design-specific training sessions. Act as a buddy to two Junior designers, by providing resources, mentorship, and support throughout the early stages of their career.

NCXT
User Experience Intern

June 2020 – Sept 2020
Minneapolis, MN

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

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