

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 designers, product owners, and developers to redesign the desktop and mobile e-commerce website. Owned and designed 5+ features, including the My List, Compare, Store Locator, and Contact features, and created components like product tiles, modals, and tooltips for the design system. Translated business requirements into wireframes and refined the wireframes into high fidelity prototypes for client review and hand off.

Intel

Collaborated with a team of project managers, engineers, and business stakeholders to redesign 10+ features across Intel.com, including for the search experience, the 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, and provide 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 an 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

Minneapolis, MN

Bachelor of Science in Product Design
Emphasis in User Experience
summa cum laude, with distinction | 3.77 GPA

Skills

Design Tools

Figma
Sketch
InVision
Axure RP

Illustrator
Photoshop
Adobe AEM
HTML/CSS

Design Thinking

Wireframing & Prototyping
Accessible Design
Rapid Idea Generation
Personas & User Stories

Usability Testing
Flow Diagrams
Feature Prioritization
Design QA