Cheri Wang

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Experience

Associate Experience Designer @ Publicis Sapient

July 2021 – Present, Chicago IL

Do it Best
- Redesigned and delivered the desktop & mobile platforms and the design system resulting in a 45% increase in mobile engagement and overall uptick in member store site traffic.
- Collaborated with a cross functional team of engineers and product owners while balancing business requirements to design and iterate features to simplify purchasing pathways.
- Owned and designed 4 features, and collaborated on 9+ features and page templates.
- 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.
- Delivered a quantitative competitive analysis of industry leaders and D2C brands.
- Worked with ambiguity and changing business needs to successfully deliver 6 sets of responsive wireframe templates.

Intel
- Collaborated with business stakeholders to uncover business goals in an ongoing effort to audit and improve the website experience.
- Redesigned 10+ features across the search, B2B and B2C logins, and Intel Marketplace.
- Worked directly with an accessibility team and engineers 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.

User Experience Intern @ NCXT

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.

Project Lead & Consultant @ UMN Design U

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 - B.S in Product Design & Emphasis in UX

Class of 2021 | 3.77 GPA, summa cum laude

Skills

Design Tools

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

Design Thinking

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