

# Cheryll Cheah, UX Designer

I design thoughtful, meaningful and intuitive experiences that brings people together.

[cheryllcheah.com](http://cheryllcheah.com) (Portfolio)

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## Work Experience

AUG 2019 - PRESENT

### UX Designer | Minitheory Pte Ltd

- Led design projects and facilitated stakeholder workshops to gather requirements, understand pain points that translate into design requirements.
- Conceptualised and communicated design objectives through user flows, wireframes, mockups and prototypes.
- Worked closely with developers and marketing teams to design applications that fit technical and business requirements.
- Performed exploratory research & competitive analysis to identify valuable information that helps the project's design objectives.

JUN 2018 - AUG 2019

### Regional Expansion Manager | Qourier Pte Ltd

- Designed processes to enable business growth across all customer segments. From acquiring new users, to onboarding Merchants, to driver incentives, marketplace management and business development.
- Managed new product rollouts for expansion markets as well as generating operational insights for future product development.
- Managed relationships with in-country and regional cross-functional teams (marketing product, customer success, business development).
- Responsible for helping to launch and grow Qourier in expansion markets across Southeast Asia.

DEC 2016 - JUN 2018

### Marketing Executive | Qourier Pte Ltd

- Planned, developed and implemented effective marketing communication campaigns.
- Wrote and proofread creative copy for all marketing collaterals, including prints, social media, emails and website.
- Developed a growth strategy focused on optimizing generation of leads and customer satisfaction.
- Closed new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.

JUL 2016 - SEP 2016

### UX Researcher Intern | Piktochart

- Interviewed users to understand their needs and help translate those to design recommendations.
- Conducted market research to understand competitors for improvement of product.

## Skillset

### METHODS

#### UX Design

Journey Mapping, Interaction Design, User Journeys, Task Flows, Wireframing, Prototyping

#### Research

User Interviews, Usability Testing

### PROGRAMMES & APPS

#### Design

Figma, InVision, Zeplin, Procreate

#### Project Management

Notion, Trello, Google Suite, Microsoft Office

#### Coding (Basic)

HTML, CSS, Bootstrap

### LANGUAGES

**Proficient in:** English, Malay

**Conversational:** Mandarin

## Education

2013 - 2016

**Bachelor of Social Sciences (Hons), Sociology & Anthropology,  
First Class Honours**

University of Malaysia, Sarawak