

Cheryll Cheah, UX Designer

I love to develop creative approaches for understanding complex user experience problems that also balances business goals.

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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 Malaysia Sarawak