

Natalie Cheng

262-581-8016 | nataliec6041@gmail.com | [linkedin.com/in/natalie-cheng02/](https://www.linkedin.com/in/natalie-cheng02/) | natjcheng.com

EDUCATION

University of Wisconsin – Madison

B.A. - Computer Science, Minor in Graphic Design

Anticipated Graduation May 2024

GPA: 3.552

EMPLOYMENT

ULINE | Web Design Intern

May. 2023 – Aug. 2023

- **Strengthened brand identity** by creating web graphics for ULINE's website homepage, promotional emails, and internal site using **Adobe Photoshop, Illustrator, and InDesign**.
- **Orchestrated in-studio photo-shoots** to produce composite images for use in web graphics.
- Collaborated with a team of creative interns to devise a marketing campaign aimed at **enhancing new customer retention** within 90 days of their initial purchase from ULINE.

TECHNICAL PROJECTS

Well-E Wellness App | Interaction Design Case Study

Jan. 2023 - May 2023

- **Applied the iterative design process** to create an AI chat-based mobile application to **empower users to learn about and address** their personal health and wellness needs.
- **Conducted user research**, including observational interviews, to gain valuable insights into user needs and preferences.
- **Utilized design tools and techniques** such as sketches, storyboards, paper prototypes, task flows, and wireframes, to create nine high-fidelity visually engaging and user-friendly interfaces with **Figma**.

MediCoin | BUILD'23 Virtual Hackathon

Feb. 2023

- Developed and employed an innovative demo web application aimed at **improving healthcare access and quality** by introducing virtual tokens for discounts on healthcare or insurance.
- Utilized **Figma** to design visually appealing and user-friendly web interfaces, ensuring consistency in typefaces, color palette, and visual and text hierarchy.

educa1ly Web Design | benefit.design

Dec. 2022 – Mar. 2023

- Designed an aesthetically impactful website for a non-profit organization that **advocates for digital accessibility**.
- **Employed user-centered design techniques** such as user personas and flows, competitive analysis, wireframing, and prototyping in **Figma** to craft an engaging and digitally accessible online presence for the organization.
- **Communicated frequently with stakeholders** to ensure all needs were met throughout the design process.

EXTRACURRICULARS

Asian American Intervarsity | Small Group Leader

Sept. 2022 – Present

- Support the organization of 120+ members by helping with logistics for weekly and monthly events.
- Plan and facilitate weekly studies for a group of 12-18 individuals, ensuring engaging and informative content.
- Foster deeper connections with group members by connecting with them individually during 1-on-1 meetings.

Korean American Student Association (KASA) | Graphic Design Chair

Sept. 2022 – May 2023

- Created impactful graphics for events organized by KASA of 60+ members to celebrate and promote Korean American identity on campus.

Chinese American Student Association (CHASA) | Graphic Design Co-Chair

Dec. 2021 – Aug. 2022

- Worked closely with the co-design chair to create visually compelling graphics for events organized by CHASA of 100+ members to create a welcoming and inclusive environment for Chinese American students on campus.
- Collaborated effectively with the co-chair in the design process to ensure the best design results.

TECHNICAL SKILLS

Languages: Java, Python, C++, SQL, HTML/CSS

Tools: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, GitHub, VSCode

Libraries: pandas, NumPy, Matplotlib