



JESSICA CHENG

jesyka.cheng@gmail.com

408.529.2410

<https://jessicacheng.design>

EDUCATION

Bloc

December 2018 - March 2020

UI/UX (Designer Track) Certification

Otis College of Art and Design

August 2009 - May 2013

B.F.A. Product Design

SKILLS

UI/UX Design

- HTML and CSS
- Preference and Usability Testing
- Prototyping
- UX Research
- Wireframing

Graphic Design

- Branding
- Logo Design
- Print Material

Computer Programs

- Adobe Creative Suite
[After Effects, InDesign, Illustrator, Lightroom, and Photoshop]
- Atom
- Figma and Invision
- GitHub
- Microsoft Office

Product Design

- Ceramics
- Sketching and Rendering
- Sewing [Hand and Machine]
- Technical Packages
- Welding
- Woodworking

Languages

- English
- Mandarin Chinese

Other

- Canon EOS 80D
- Attention to Detail
- Fast Learner
- Organized and Dependable
- Problem Solver
- Self-Motivated

AWARDS

Almaden Art and Wine Festival
2009

I'm a UI/UX designer with over 5 years of experience in graphic and interior design. I strive for intuitive user experiences with a minimalistic, yet visually striking interface.

EXPERIENCE

Jim T. Nguyen Law

Freelance UI/UX Graphic Designer | February 2019 - Present

- Designed the logo and branding for the business and created a style guide to develop a cohesive brand across the business.
- Established a more intuitive user experience by revamping the single paged website to include subpages and a navigational menu.
- Developed code for the website and optimized it for tablet and mobile access.
- Worked closely with client through multiple iterations and finalized deliverables for print and social media use (eg: business cards, holiday cards, and marketing premiums).

Bloc UI/UX Design Program

UI/UX Designer | December 2018 - March 2020

- Developed an interactive mobile lifestyle tracker application that helps users create and maintain good habits to help them reach their lifestyle goals. (You in Review)
- Reimagined a cloud storage service to simplify itinerary creation for traveling; centralizes trip-planning process, from finding inspiration, to finalizing itinerary. (The Wander Project)
- Conducted research on potential consumers and existing products to make and support strategic design decisions.
- Established a start-to-finish project design process including user research, wireframing, mockups, style guides, branding, hi-fidelity prototypes, and usability testing.

365 Staging

Lead Stager/Graphic Designer | April 2017 - May 2019

- Directed teams of 3 to stage an average of 10 residential homes per week to be listed on the real estate marketplace.
- Curated pieces of furniture and accessories to coordinate with the architectural style of the home for a cohesive look and feel.
- Created marketing collateral such as decals, posters, and flyers for company and real estate use across the San Francisco Bay Area.
- Helped develop a guideline for minimum deliverables per design package for consistent quality and efficiency.
- Streamlined business operations by devising a system for designers and warehouse workers to collaborate more effectively, increasing efficiency by 20% per project without compromising quality.
- Established relationships with real estate agents, and was frequently requested to oversee their staging projects.

Toqos

Social Media Marketing Designer | May 2017 - June 2018

- Managed Instagram account of 12k followers by making 1-3 daily posts based on engagement prediction algorithm and increased following by 140%.
- Created graphic design content such as banners and call-to-action images for Instagram, website, and email use.
- Assisted in digital marketing by photographing products and writing detailed descriptions.
- Formulated a standard of procedures across business to establish branding and style consistency.

Steve Boyer Designs

Production Intern | June 2013 - September 2013

- Collaborated with design team to create Colorfields, a mobile app that uses participants' geolocation to create a 60m x 60m interactive art piece for the 2013 Glow Festival, which had ~150,000 attendees.
- Built sitemaps and wireframes and created information and navigational architecture to ensure seamless usability.
- Researched lead designer's style and vision to define and apply branding for the Colorfields app.