Kevin Cheng

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Experience

Senior Product Designer
Jul '22 - Present

JPMorgan Chase

- Spearheaded the design of balance and transaction reports for clients with accounts in both Chase Connect and JPMorgan Access to streamline the report creation process
- Drove product strategy for a new banking platform specific for startups and mid-size companies. Designed the platform's reports, statements and account visibility, including long-term vision and short-term functionality enhancements, and obtained over $200 million in funding
- Led the enrollment for connecting client's ERP systems to JPMC for improving data security and business efficiency by 22%
- Designed ERP marketplace to better introduce ERP integration with JPMC products and increase integration rate by 40%

Graduate HCI Researcher
Dec '20 - Nov '21

Northwestern Delta Lab

- Propelled research forward on improving community bonding at distance with HCI research methodologies as part of an agile-based team
- Designed a mobile app of 20+ screens for a social experience study with 14 participants, which was well received and led to a $1,000+ grant
- Co-wrote paper published and presented at CSCW 2021, which was downloaded over 200 times

UX Design Intern
Jun '21 - Aug '21

Epsilon

- Led research on how users view project statuses and performative metrics on PeopleCloud to increase efficiency by 30%
- Re-designed the system settings to make it easier for users to assign roles and permissions on PeopleCloud Customer
- Collaborated with 7 fellow interns on in-app messaging strategies for a food service company to increase conversion rate by 18%

Projects

ChowDown
Sep '21 - Mar '22

- Created a food management app that helps young adults use up food in their pantry
- Designed 70+ mobile interfaces to illustrate features that address food waste problems, from overpurchasing to using ingredients before expiring
- Showcased a Master's thesis presentation on the research, design explorations and the final product

Meerkat
Sep '21 - Dec '21

- Designed a project management platform to store, visualize, and connect insights for design innovation teams
- Researched on competitors and professionals in innovation settings. Crafted 20+ desktop interfaces for user testing
- Promoted it to Product Managers from companies, like Uber

Education

M.S. Engineering Design Innovation
Northwestern University '22

Graduate HCI Researcher under Haoqi Zhang
Thesis Project: ChowDown

B.F.A. Product Design with Honors
University of Southern California '20

Minor in Computer Programming
Senior Thesis: Zima Mirror

Skills

Visual Design
Interaction Design
Product Strategy
User Research
Journey Mapping
Storyboarding
Information Architecture
User Flows
Sketching & Wireframing
Prototyping
Usability Testing
Accessibility Design

Design

Pen + Paper	Photoshop
Figma	Illustrator
Sketch	InDesign
InVision	After Effects
Axure RP	Rhino 3D

Programming

html + css + js	PHP
jQuery	