

USER EXPERIENCE (UX) DESIGNER

# Lydia Cheng

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## EDUCATION

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION, ANN ARBOR, MICHIGAN – 2022

Bachelors of Science in Information with a User Experience Design (UX) path

Computer Science Minor from School of Literature, Arts, and Sciences

Asian Languages and Cultures (Chinese) Minor from School of Literature, Arts, and Sciences

## EXPERIENCE

GRAPHIC DESIGN INTERN, LSA OPPORTUNITY HUB – 2020 - PRESENT

- Worked with the communications team to design visual communication assets
- Designed material that are platform-agnostic: including print formats and digital mediums such as web pages, email newsletters, social media imagery, event collateral, etc.

PROMOTIONS DIRECTOR, INTERCOLLEGIATE TAIWANESE AMERICAN STUDENT ASSOCIATION  
MIDWEST 2021 CONFERENCE – 2020 - PRESENT

- Produced necessary designs including social media graphics, posters, merchandise, etc.
- Worked with a team to create the best marketing strategy for the conference

DESIGN INTERN, THE HOFFMAN AGENCY – 2020 - 2020

- Focused on creating branding design including logos and style guides for various companies
- Designed various graphics for social media including infographics and illustrations
- Has experience designing for marketing purposes

GRAPHIC DESIGNER, THE MICHIGAN DAILY – 2019 - 2020

- Creates infographics and illustrative pieces to accompany articles
- Lays out spreads balancing between text, photographs, and illustrations to create balance

RESEARCH ASSISTANT, UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION – 2019 - 2019

- Categorized data and computed data analysis for voice interfaces
- Gained experience in making basic insight from large pools of data and qualitative data analysis

## PROJECTS

FACULTY PORTAL TO UM COLLECTIONS – 2020 - PRESENT

- Worked as a part of a collaborative effort to build a universal portal for all of the UM collections
- Focused on the UX aspects , by creating both specific and exploratory searching methods
- Researched background information on users needs and wants for the portal

## SKILLS

- Adobe Creative Suite – Illustrator, Photoshop, InDesign, and Dreamweaver
- Programming (back-end & front-end) – C++, Python, HTML, CSS
- Languages – English (Native) and Chinese (Advanced)