

# MELODY CHEUNG

## UX/UI DESIGNER

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## SUMMARY

Hi, I am Melody. I am a former Data Analyst who increased efficiency for sales users by designing dashboards and improved products by creating feature proposals. Now, I solve users' problems by crafting beautiful & intentional design solutions.

## UX/UI PROJECTS

### SEP 16 UX/UI Designer, Various Companies

Client Projects | Freelance Work

- Provided Usability Consultation for Flight Search Engine Airwander.com
- Designed teaser site for Instabeat.me to create enthusiasm & collect visitors' information.
- UI Redesign/ Data Visualization for OpenOakland's Measure G website.

### MAY 16 UX Designer, Outsoul Mobile Website

Client Projects | General Assembly

- Redesigned mobile web UI to streamline trip discovery flow and decreased bounce rate.
- Conducted user research, card-sorting, competitive/comparative analysis and usability test.
- Delivered personas, user journey maps, information architectures, wireframes & prototypes.

### APR 16 UX/UI Designer, Nextdoor Speaker Series

Conceptual Projects | General Assembly

- Extended Nextdoor app to assist event hosting and increase user engagement.
- Conducted user interviews and usability test to identify problems & iterate design.
- Delivered system maps, personas and use journey maps to facilitate final design.

## WORK EXPERIENCE

### PRESENT Freelance UX/UI Designer, Various Companies

- Provide UX Design Service from Usability testing, Research to Design for Various Startups.

### JUN 13 - MAR 16 Data Management Analyst, Google Inc.

- Designed dashboards & tools for global sales to improve efficiency & compensation accuracy.
- Collected painpoints & use cases to form feature proposals for product team.
- Planned and managed Data Management Projects that improved product performance.

### MAR 15 - FEB 16 Pro Bono Product Manager, 1 Billion Acts Of Peace

- Defined Product Roadmap and prioritized features based on users & donors' needs.
- Led Design Sprints to define problems, ideate & test solutions.

## EDUCATION

### JUN 16 UX Design Immersive, General Assembly

San Francisco, CA

### JUN 11 B.A. Communication Studies, UCLA

Los Angeles, CA

## SOFTWARES

SKETCH

INVISION

PHOTOSHOP

HTML/CSS

SQL

FLINTO

SPREADSHEET

## SKILLS

UI DESIGN

VISUAL DESIGN

PROTOTYPING

DATA ANALYSIS

SYSTEM MAPPING

JOURNEY MAPPING

PERSONAS

INFORMATION ARCHITECTURE

PRODUCT MANAGEMENT

USER RESEARCH

USABILITY TESTING

## LANGUAGES

ENGLISH

CANTONESE

MANDARIN

## HOBBIES

BACKPACK TRAVELING

PHOTOGRAPHY

CINEMA

HIKING

RUNNING