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