

# MELODY CHEUNG

## UX/UI DESIGNER

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## UX PROJECTS

### UX Consultant, Outsoul Mobile Website

Client Project | General Assembly | May 2016

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

### UX/UI Designer, Nextdoor Speaker Series

Conceptual Project | General Assembly | April 2016

- Extended Nextdoor app to allow users to host talks at their homes pain free.
- Conducted user research to gain deeper understanding of users.
- Delivered system maps, personas and use journey maps to facilitate final design.
- Conducted usability tests to iterate design solutions.

### UX Designer, Progress Hardware Website

Conceptual Project | General Assembly | March 2016

- Redesigned the e-commerce website for a neighborhood hardware store.
- Ran card-sorting exercises to organize a list of 500+ products.
- Created system map to show the relationships between key components (Shop; Learn; Community).
- Delivered wireframes, user flow and prototypes.

## WORK EXPERIENCE

### Data Management Analyst, Google Inc.

June 2013 - March 2016

- Designed dashboards using SQL & Analytics tools to track accounts activities and data cleanliness.
- Automated & refined data management processes by collaborating with product & sales teams.
- Improved compensation's accuracy by carefully planning and managing data management projects.

### Pro Bono Product Manager, One Billion Acts of Peace

March 2015 - March 2016

- Led the redesign of billionacts.org that increased signups by 30%.
- Led design sprints to define problems, ideate and test solutions.

### Project Coordinator, Google Inc.

April 2012 - May 2013

- Streamlined account assignment processes using spreadsheet tools.
- Troubleshoot accounts-related issues for sales teams.
- Collaborated with cross-functional teams to ensure accurate compensation.

## EDUCATION

### UX Design Immersive, General Assembly

San Francisco, CA | May 2016

### Mass Communication Studies, UCLA

Los Angeles, CA | June 2011

## TOOLS

Sketch

InVision

OmniGraffle

HTML/CSS

Photoshop

Flinto

SQL

Keynote

Spreadsheet

## SKILLS

Wireframing

Prototyping

UI Design

Visual Design

Data Analysis

System Mapping

Journey Mapping

Personas

Information Architecture

Design Strategy

Product Management

User Research

Usability Testing

Service Design

## LANGUAGES

English

Cantonese

Mandarin