MELODY CHEUNG

UX DESIGNER

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UX PROJECTS

UX Consultant, Outsoul Mobile Website
Client Project | General Assembly | May 2016

- Redesigned mobile web UI to make discovering and booking trips easier.
- Conducted user research, secondary research, competitive/comparative analysis as well as usability test.
- Created wireframes & prototypes based on research and user stories.

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.
- Created system maps, personas and use journey maps to inform the design.
- Conducted usability test to refine design.

UX Designer, Progress Hardware Website
Conceptual Project | General Assembly | March 2016

- Redesigned the e-commerce website of a neighborhood hardware store.
- Used card-sorting method to organize a list of 500+ products.
- Created system map to show the relationships between key components (Shop; Learn; Community).
- Designed 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.
- Collaborated with product team to identify automation opportunities & refine data management features.
- Created and managed data management projects to ensure accurate compensations.
- Communicated with global sales teams to understand their data management needs.

Pro Bono Product Manager, One Billion Acts of Peace
March 2015 - March 2016

- Led the redesign of billionacts.org which increased signups by 30%.
- Led design sprint to solve design problems

Project Coordinator, Google Inc.
April 2012 - May 2013

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

EDUCATION

UX Design Immersive, General Assembly
San Francisco, CA | May 2016

Mass Communication Studies, UCLA
Los Angeles, CA | June 2011

TOOLS

Sketch 3
InVision
SQL
Google Spreadsheet
Google Slides
OmniGraffle
HTML/CSS
Photoshop

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