MELODY CHEUNG

UX/UI DESIGNER

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With experience in Data Analysis & Product Management, I am particularly driven by designing products that are intentional & beautiful!

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 data cleaniness dashboards that increase global sales teams' efficiency by 10%.
- Automated & refined data management processes to save 30 headcounts per quarter.
- Improved compensation's accuracy by carefully planning and managing data management projects.

Pro Bono Product Manager, One Billion Acts of Peace
March 2015 - Feburary 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 to increase efficiency by 20%.
- Troubleshot accounts-related issues for sales teams.
- Collaborated with cross-functional teams to identify gaps in accurate sales 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