

MELODYCHEUNG

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 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