

MELODY CHEUNG

UX DESIGNER & RESEARCHER

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I am a UX practitioner who is excited to use my empathy, data analysis skills and creativity to build meaningful products.

UX PROJECTS

✦ UX Consultant, Outsoul Mobile Website

Client Project | General Assembly | May 2016

- 2.5-week project to redesign its existing mobile web UI to make it easier for people to discover and book trips on the site..
- Designed research strategy including creating survey, conducting user interviews, secondary research, competitive/comparative analysis as well as usability testing.
- Created wireframes based on research and user stories.

✦ UX Designer, Nextdoor Speaker Series

Conceptual Project | General Assembly | April 2016

- 2-week project to design a new flow within Nextdoor app to allow users to host talks at their homes in the easiest way possible.
- Conducted user research & interviews to gain deeper understanding of users' goals and painpoints.
- Synthesized research data to create personas and journey maps, which informs the design of an UI that assists users to host talks at their homes pain free.

✦ UX Designer, Progress Hardware Website

Conceptual Project | General Assembly | March 2016

- 2-week project to redesign the e-commerce website of a neighborhood hardware store that focuses on reorganizing information hierarchy and keeping the company's value of community.
- Created a system map to showcase the relationships between key components (Shop; Learn; Community) of the site.
- Designed wireframes, user flow and prototypes informed by research.

WORK EXPERIENCE

✦ Data Management Analyst, Google Inc.

March 2013 - June 2016

- Designed dashboards using SQL & Data Visualization tool to track various accounts' activities and data cleanliness.
- Collaborated with product team to identify automation opportunities & provide feature recommendations for data management.
- Created and managed data management projects to ensure correct 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