Oscar Cheung

oscarcheung.com
https://www.linkedin.com/in/oscarcheungg/
ocheung@unc.edu

EXPERIENCE

Quantifyd – Frontend Developer Intern
May 2025 – August 2025 | *Remote*
- Designed and developed responsive landing pages utilizing HTML, CSS, and JavaScript, improving conversion rates and enhancing brand consistency across digital platforms
- Collaborated with engineers and PMs to plan and deliver product features rooted in user feedback and interaction design best practices
- Presented development progress and UX insights to advisory board, refining features to better serve user needs and strategic company goals

UNC Department of Computer Science – Teaching Assistant
January 2025 – May 2025 | *Chapel Hill, NC*
- Facilitated weekly office hours, supporting 100+ students in HTML, CSS, JavaScript, and UI/UX design principles, increasing overall classroom performance
- Mentored 100+ students on UI/UX principles and design thinking through hands-on guidance and 1:1 critiques
- Developed interactive exercises simulating real-world UX tasks, boosting student design confidence and collaboration

1893 Brand Studio – Web Developer
January 2025 – May 2025 | *Chapel Hill, NC*
- Redesigned websites for local businesses (e.g., Dulce Café, Linda's Bar & Grill), improving usability and visual hierarchy through user flows and Figma prototypes
- Collaborated cross-functionally with design and campaign teams to align UX strategies with client storytelling goals
- Conducted A/B testing and feedback analysis to iterate on high-impact design changes that boosted site engagement

Breast Cancer Hub – UI/UX Designer
August 2024 – May 2025 | *Chapel Hill, NC*
- Designed and launched an accessible mobile app to transform the nonprofit's website into a user-first experience for global breast cancer awareness
- Created interaction models, wireframes, and user flows guiding patients through complex medical content seamlessly
- Conducted usability testing and iterative prototyping to validate designs with stakeholders, contributing to the app's successful May 2025 launch

EDUCATION

University of North Carolina at Chapel Hill
May 2027 | GPA: 3.8
B.A. Computer Science & B.S. Information Science

INVOLVEMENT

HackNC 2025 – Director of Marketing
April 2025 – Present
- Directing branding efforts for the Southeast's largest hackathon, increasing participant diversity and engagement through data-driven visual campaigns
- Managing a 10+ person committee and facilitated project timelines to ensure all marketing materials meet critical deadlines
- Producing multimedia content (photo, video) achieving 3,000+ impressions per post and boosting social engagement by 20%

Chinese Undergraduate Student Association – President
February 2025 – Present
- Organizing and leading impactful social and cross-cultural events with 30+ attendees, fostering diversity and cultural exchange on campus
- Supervising workflow and coordinating board members in event planning and execution, ensuring seamless operations and timely delivery of all initiatives
- Launched and managed the Big/Little mentorship program, successfully pairing over 50 mentees with 50 mentors and driving a ~10% increase in overall club engagement

AWARDS AND HONORS

Milwaukee Bucks Business Analytics Hackathon Winner 2025
Deans List Fall 2023 – Spring 2025
UNC Honors 2023 – Present
Accelerated Research Scholar
Assured Enrollment in School of Information Science
$5k Summer Study Abroad Scholarship 2024

ADDITIONAL

Design
Interaction Design, Prototyping, Wireframing, User Flows, A/B Testing, Design Systems, Usability Testing, User Interviews, Market Research, Storytelling, OSX, IOS

Tools and Languages
Figma, FigJam, Adobe Creative Suite, Canva, Notion, HTML, CSS, JavaScript, React Native, React.js, TypeScript, Python, Java, Microsoft Excel & Powerpoint