Oscar Cheung

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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
- Communicating closely with engineering teams to plan and deliver product features rooted in user feedback, ensuring alignment with UX best practices
- Presenting development progress and user 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 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 local business websites (e.g., Dulce Café, Linda's Bar & Grill), creating wireframes and Figma prototypes to improve user flows and visual hierarchy
- Collaborated closely with design and campaign teams to align user experience strategy with client branding and storytelling goals
- Conducted usability testing and feedback analysis to iterate on high-impact design decisions that increased site engagement

CSSG 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
- Developed user flows, wireframes, and interaction models to guide patients through complex medical information seamlessly
- Presented development progress with the organization's CEO to validate design decisions, contributing to the app's successful launch in May 2025

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
User Research, User Interview, Wireframing, Prototyping, User Flows, A/B Testing, Design Systems, Market Research, Storytelling, Video Editing

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