

# Tiffany Cheng

(832) 526-2355 | tiffscheng@gmail.com

<https://tiffanycheng.carrd.co/>

## EXPERIENCE

---

### Sr. UX Designer

*Littelfuse, Inc. | Jun 2023 – Present*

- Create 100+ flows using low-fidelity prototypes and high-fidelity wireframes in Figma and Adobe XD with a focus on user-centered design
- Collaborate across multi-functional teams, shortening development cycles by optimizing processes and improving communication, bridging the gap between technical and non-technical groups
- Conduct competitive analyses and accessibility audits, aligning with WCAG standards and best practices
- Deliver impactful presentations to senior leadership with the help of visual aids, securing 90% of approvals for design initiatives
- Update brand materials, including style guides and design systems, to maintain consistency
- Support training activities by leading documentation writing and organization and providing walkthroughs during group seminars and 1-on-1 sessions for content, asset, and product management systems
- Coach and direct 10+ contractors and team members, boosting project outcomes and strengthening team dynamic

### UX Developer

*Calibre Scientific, Inc. | Jun 2022 – Oct 2022*

- Redesigned the 7-page Investor Relations site, improving accessibility, navigation, and responsiveness
- Developed front-end features for a complex, proprietary app using Vue.js and Tailwind CSS, integrated with Laravel for efficient content updates
- Collaborated with marketing team to refine brand consistency across dozens of digital components
- Consulted with external agency, enhancing usability for diverse audiences

### Software Engineer II

*Accolade, Inc./2nd.MD | July 2019 – July 2022*

- Translated stakeholder requirements into detailed designs and prototypes using Adobe XD and Figma for web and mobile applications with clearly defined user stories and technical specifications
- Collaborated with CIO, CTO, 3 project managers, 2 business analysts, 2 product owners, 10-12 mobile and front- and back-end developers, sysadmins, 2 database architects, cyber security and other teams
- Managed accessibility team, performing audits and eliminating all found violations, achieving successful VPAT certification and conformance to WCAG 2.0 AA standards
- Led UX research efforts to inform design improvements, meeting business goals and user needs
- Developed features using HTML, CSS, JavaScript, Vue.js, PHP, and SQL to enhance product functionality
- Played a key role in aligning design practices post-company merger

### Digital Specialist

*Weatherford International | Aug 2017 – Feb 2019*

- Designed and developed interactive tools for 30+ international marketing and sales campaigns including web and mobile applications
- Spearheaded a site redesign project using Kentico CMS, enhancing user experience and lead generation
- Analyzed campaign effectiveness through analytics, heatmaps, and user feedback and using data to iterate design cycle and improvements
- Managed and mentored 2 interns, fostering professional growth through guidance and feedback while enhancing team cohesion and collaboration

## Visual Designer

*ServerMonkey.com, LLC | July 2014 – Aug 2017*

- Designed responsive web pages and sites using interactive wireframes and prototypes, driving a significant increase in user engagement
- Developed features, pages, and new sites using Bootstrap, JQuery, and LESS
- Enhanced SEO and product page performance through detailed analytics and A/B testing, increasing organic traffic by 15%, securing top rankings in 3 competitive keywords, and reducing bounce rates by 30%

## EDUCATION

---

**B.S. in Digital Media, eMedia;** Minor in Organizational Leadership and Supervision

*University of Houston | May 2016*

## Certifications

- Foundations of UX Design, Google/Coursera
- Advanced Google Analytics, Google Analytics Academy
- Lean Six Sigma Yellow Belt, University of Houston
- Full Stack Development, Computer Software Engineering, Codecademy

## SKILLS

---

**Design & Presentation Tools:** Adobe CC, Figma, Axure, Miro, Lucidchart

**Research:** User Interviews, Observation, Surveys, A/B Testing, Personas, Journey Mapping

**Project Management:** Jira, Confluence, Trello, Zendesk, Asana, Ivanti

**Web Analytics and SEO:** Google Analytics/Tag Manager, Mixpanel, Kissmetrics, Hotjar, Screaming Frog

**Marketing and Sales Automation:** HubSpot, Pardot, Salesforce

**Development:** HTML5, CSS, Javascript, Java, PHP, SQL, node.js, npm packages

**Content Management:** Headless CMS, Kentico, Laravel, Sitecore

**Frameworks:** Bootstrap, JQuery, Vue.js, Tailwind, LESS/SASS, Storybook

**Methodologies:** Agile, Scrum, Waterfall, Kanban, Design Sprints

## ADDITIONAL

---

**Languages:** Fluent in Mandarin Chinese, Basic Vietnamese, Basic Spanish

**Community Involvement:** ADPList member, AIGA Houston volunteer mentor

**Interests:** Sports & Fitness, Pickleball, Gymnastics, Yoga, Dogs, Lettering & Typography, Baking

**Work Eligibility:** Eligible to work in the U.S. with no restriction