Tiffany Cheng

UI Designer with a strong background in UX and Frontend Development

tiffscheng@gmail.com
(832) 526-2355
http://tiffscheng.github.io/portfolio

EXPERIENCE

Calibre Scientific, Inc. | Jun 2022 – Oct 2022
UX Developer
- Completely redesigned Investor Relations site in Adobe XD, improving responsiveness, accessibility, navigation, content organization, and interactivity
- Developed front-end using Vue.js and Tailwind CSS in conjunction with Laravel, bringing design to production very quickly and efficiently
- Collaborated with marketing to adapt brand and style for web components
- Consulted external agency working on proprietary application, adding consideration for device and browser compatibility and improved usability for target audience

Accolade, Inc./2nd.MD | July 2019 – July 2022
Software Engineer II
- Gathered and translated requirements from stakeholders to mockups and prototypes for web and mobile
- Created design intent and accessibility documentation along with mockups for other developers to easily understand and code, minimizing impediments
- Initiated accessibility audits and applied fixes to obtain VPATs for WCAG level AA standards conformance; trained and worked with QA for further testing
- Conducted UX research through observation, interviews, and feedback to iterate design improvements
- Worked with design system and UX teams after company merge to align practices in Figma
- Developed features and bug fixes using front-end technologies (HTML/CSS/JS), Vue.js, PHP, and SQL

Weatherford International | Aug 2017 – Feb 2019
Digital Specialist
- Designed and developed responsive web tools for special projects- such as aids for marketing and sales activities at international trade shows and a Salesforce connection to triage client needs- effectively increasing the number of leads and opportunities
- Produced project plans, flows, wireframes, prototypes, and delegated responsibilities, keeping communication open for harmonious and smooth cooperation across teams
- Advised marketing designers and copywriters on campaign collateral and added UI and interaction design
- Led brand alignment activities to ensure all guidelines were strictly followed throughout all materials
- Headed site redesign initiative with external agency, implementing Kentico CMS

ServerMonkey.com, LLC | July 2014 – Aug 2017
Visual Designer
- Served as front-end engineer and UI/UX designer with a focus on web responsiveness and performance for main site and new subsidiary site; analyzing data to initiate improvements
- Created wireframes and prototypes, including interaction and motion design which increased engagement
- Worked under Marketing- managing product pages in Magento CMS, creating campaigns, monitoring A/B testing, analyzing heatmaps, and driving emails in Hubspot CRM
- Managed Google Analytics Tag Manager and successfully boosted product page SEO

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EDUCATION

University of Houston | May 2016
B.S. in Digital Media, eMedia; Minor in Organizational Leadership and Supervision

Certifications:
> **Foundations of UX Design** from Google/Coursera
> **Advanced Google Analytics** from Google Analytics Academy
> **Lean Six Sigma Yellow Belt** from the University of Houston

SKILLS AND TOOLS

Design: Adobe CC, Figma, Sketch
Project Management: Atlassian (Jira, Confluence, Trello), Zendesk, Asana, Miro, Lucidchart
Web Analytics/SEO: Google Analytics/Tag Manager, Mixpanel, Kissmetrics, Hotjar, Screaming Frog
Other Software: HubSpot, Pardot, Salesforce, Kentico, Magento
Development: HTML5, CSS, Javascript, Java, PHP, SQL
Frameworks: (Node.js), Bootstrap, JQuery, Vue.js, Tailwind, LESS/SASS, CodeIgniter, Laravel
Languages: English (native), Mandarin Chinese (fluent), Spanish (elementary)

ADDITIONAL

Community Involvement: ADPList member, AIGA Houston volunteer
Interests: Flag football, yoga, dogs, lettering and typography, baking, crafts, home DIY
Work Eligibility: Eligible to work in the U.S. with no restriction