Tiffany Cheng

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EXPERIENCE

Sr. UX Designer
Littelfuse, Inc. | Jun 2023 – Present
- Create and iterate low-fidelity prototypes and high-fidelity wireframes in Adobe XD with a focus on user-centered design
- Collaborate across multi-functional teams, reducing development cycles
- Conduct competitive analyses and accessibility audits, aligning with WCAG standards and best practices
- Deliver impactful presentations to senior leadership, securing approvals for design initiatives
- Update brand materials, including style guides and design systems, to maintain consistency
- Create training documentation for content, asset, and product management systems and host training seminars as well as one-on-one sessions
- Coach and direct contractors and team members, boosting project outcomes and a stronger team dynamic

UX Developer
Calibre Scientific, Inc. | Jun 2022 – Oct 2022
- Redesigned the Investor Relations site, improving accessibility, navigation, and responsiveness
- Developed front-end features using Vue.js and Tailwind CSS, integrated with Laravel for efficient content updates
- Collaborated with marketing team to refine brand consistency across 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
- Managed accessibility team, performing audits and implementing WCAG AA conformance, ultimately achieving successful VPAT certifications
- Led UX research efforts to inform iterative 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 international marketing and sales initiatives
- Spearheaded a site redesign project using Kentico CMS, enhancing user experience and lead generation
- Analyzed campaign effectiveness through analytics, heatmaps, and user feedback
- Managed and mentored 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 websites, improving performance metrics
- Developed features using Bootstrap, JQuery, LESS, and npm packages such as webpack, grunt, and eslint
- Enhanced SEO and product page performance through detailed analytics and A/B testing
- Created interactive wireframes and prototypes, resulting in increased user engagement

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, Codeacademy

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
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