

# Xiao (Kat) Cheng

Empathetic User Experience Designer

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## EXPERIENCE

### Product Design Intern @ Amplitude

San Francisco, CA | May 2020 - Aug 2020

- Worked alongside PM and engineers on two design projects that are shipped and made real customer impacts; Increased one feature's daily usage by 231%.
- Resolved two customer love tickets by delivering design solutions.
- Established a presentation framework that helps the entire design team better share cross-pillar projects' context.
- Started a product audit for product's toolbar. Discovered and documented usability problems and proposed next steps.

### Interaction Design Intern @ iH5

Guangzhou, China | Jun 2018 - Aug 2018

- Created wireframes and prototypes of WeChat mini-applications and games using visual programming language.
- Participated in the initial design process of iH5 North America website.

### Student UX Researcher @ Gale

Farmington Hill, MI | Jan 2020 - Apr 2020

- Used several UX research methods to analyze Gale's current e-commerce experience, identified points of frustration and drop-offs in online purchases.
- Provided recommendations to improve the current UX design.

### Student UX Researcher @ UMich

Ann Arbor, MI | Sep 2019 - Dec 2019

- Conducted contextual inquiry to refine and better understand scope of problems, synthesized findings.
- Recommended feasible solutions that make the communicating process between each department more efficient.

## EDUCATION

### University of Michigan

Ann Arbor, MI | Exp. May 2021

Master of Science, Human-Computer Interaction

### University of Rochester

Rochester, NY | May 2019

Bachelor of Arts, Computer Science (HCI track)

Bachelor of Arts, Philosophy

## COMPETENCIES

<b>UX Skills</b>	Interaction Design, Visual Design, Rapid Prototyping, Qualitative Research, Storytelling
<b>UX Tools</b>	Figma, Axure, Sketch, Photoshop, Illustrator, Balsamiq, Adobe XD, Invision, Principle
<b>Coding</b>	Frontend Development, Python, Swift, Java, SQL
<b>Other</b>	3D Modeling, Blender, Maya, Unreal Engine, Mandarin, Cantonese, French

## SELECTED PROJECTS

### connects

Ann Arbor, MI | Sep 2020 - Present

- Jumpstart #WorkTogether project, entered pitch round with a 2.5% select rate.
- Worked in a team of three to research and design a platform that better connects companies and students.

### Oven Bun

Ann Arbor, MI | Feb 2020 - Apr 2020

- A mobile app that educates first-time parents by providing pregnancy-related resources.
- Worked in a group of four to deliver designs based on research and learning theories.