

SHERYL XI CHENG

UI UX / Product Designer

CONTACT

☎ 647-563-4989

💻 www.sherylcheng.com

@ sherylcheng01@gmail.com

EDUCATION

BrainStation

UI/UX Study

2017.4 - 2017.6, Toronto

University of Toronto

Master of Landscape Architecture

2012.9 - 2015.9, Toronto

Wuhan University

Bachelor of Environmental Design

2008.9 - 2012.6, China

SKILLS

User research

User-centric design

Prototyping

Usability testing

Mobile & Web design

InVision

Sketch

Figma

Adobe CC

Principle

HTML5

CSS3

WORK EXPERIENCE

Volanté Systems

UI/UX Designer / 2018.8 - Current, Toronto

- + Built a brand new design system and reusable UI components for a B2B Enterprise software
- + Restructured product information architecture together with Product Owners and stakeholders
- + Conducted competitive product research & provided design ideas to help with team decision making
- + Solved product problems based on user cases and pain points from clients like Compass Group
- + Created wireframes and interactive prototypes with tools like Sketch, Principle, InVision etc.
- + Communicated design details and UX requirements with engineering team to ensure implementation consistency
- + Iterated design based on user testing results and feedbacks

Bytedance

UI Designer / 2017.6 - 2018.6, Beijing

- + Optimized UI design solutions on platforms of IOS, Android & Web including feed page redesign, following function, comment function, help centre, gallery design etc.
- + Created end-to-end flows, low and high fidelity wireframes and prototypes
- + Conducted competitive product research and optimized team design style guide
- + Facilitated focus group to define product features and iterated designs by usability testing

One Leisure

Landscape Designer / 2015.12 - 2017.04, Toronto

- + Site analysis including scale study, user research, topographical analysis, view study & function study; Assisted in master planning and conceptual design; Prepared & assembled packages of construction drawings; Created design proposals