

Sheryl Xi Cheng

WORK EXPERIENCE

Senior UI/UX Designer @ Volanté Systems

2019.8 - Current, Remote

- Collaborated with product and development teams on 4 core products: B2B enterprise management tool, B2C account management system, POS & Kiosk platforms, led the design from 0 to 1
- Identified design problems, goals and strategies with user research, journey mapping and data analysis, provided workable UX solutions
- Created and maintained 4 internal design systems, ensuring the consistency & efficiency across interdisciplinary team
- Optimized IA, design patterns, documentations of company products to help with knowledge transferring in the team
- Conducted competitive studies, presented to team members with research findings and UX insights
- Led and provided mentorship to new designers and interns

UI/UX Designer @ Volanté Systems

2018.8 - 2019.8, Toronto

- Created low/high-fidelity sketches, wireframes and prototypes for user interactions with tools like Sketch, InVision etc.
- Provided design iterations based on user testing results and feedbacks of stakeholders and customers
- Delivered end to end (mobile, tablet, web) mockups and design specifications with guidelines and specifications to the dev team
- Developed consistent and reusable components under design guidelines and business requirements

Operational UI Designer @ Bytedance

2017.8 - 2018.4, Beijing

- Planned, designed & launched online campaigns like Beat the Q, Super Bowl, Halloween, Christmas etc., Improved DAU and the growth of new users by more publications and interactions
- Designed campaign posters, banners and product derivatives
- Conducted competitive product research and data analysis to validate design decisions and strategies
- Facilitated focus group in the US to get users insights and feedbacks


Landscape Designer @ One Leisure

2015.09 - 2017.08, Toronto

- Site analysis including scale study, user research, topographical analysis, view study & function study
- Assisted in master planning and conceptual design including systematic circulation plan, design diagrams, base maps and 3d modelling
- Created & assembled packages of construction drawings including context & layout plan, dimension specification, materials, grading plan, details & sections

CONTACT

 www.sherylcheng.com

 187 1018 4910

 sherylcheng01@gmail.com

EDUCATION

BrainStation

UI/UX Study Certification

2018.4 - 2018.8, Toronto

University of Toronto

Master of Landscape Architecture

2012.9 - 2015.9, Toronto

Wuhan University

Bachelor of Environmental Design

2008.9 - 2012.6, Wuhan

SKILLS

User research
User journey mapping
Wireframe
Information architecture
User-centric design
Usability testing
Paper prototyping
Design system

TOOLS

Sketch
InVision
Figma
Principle
Framer
Adobe Suite
AutoCAD
3dMax