

Charlotte Che

Creating delightful experience to fulfill users' dreams

WORK EXPERIENCE

Sidekick (EdTech) / UX Designer

SEP 2023 - DEC 2024, Remote

Uncovered a \$2M market gap through user research with 200+ participants; designed an AI-powered mentorship system showcased in 5 client demos.

Facilitated cross-team co-creation workshops with product, tech, and marketing.

Delivered 3 iterative rounds of prototyping (50+ wireframes), boosting CSAT to 6/7.

Created high-impact presentations translating research into marketing strategy.

FunTrain (VR Studio) / Social Media Manager (Contract)

SEP 2024 - Nov 2024, Savannah GA

Created and scheduled multi-platform content (Instagram, Twitter, TikTok) to build early-stage brand visibility.

Organized game-testing workshops and user feedback sessions for dev pipeline.

Coordinated with designers to ensure visual consistency and audience targeting.

Henry County Government / Product Design Intern

JUN 2023 - AUG 2023, McDonough GA

Designed inclusive signage and wayfinding systems for 87 trails for 248K+ residents.

Presented UX vision to the Georgia DOT, earning a 5-year rollout.

Applied ADA and accessibility standards to signage systems.

Conducted site audits and user observation to guide design decisions.

BMW USA (VR Showroom) / UX Designer (Capstone)

MAR 2023 - MAY 2023, Savannah GA

Created Gen Z-focused virtual showroom, boosting engagement by 20%.

Conducted behavior studies to inform immersive interaction models.

Worked with VR engineers to prototype 10+ interaction modules for high-impact demos.

Tilta Inc / Graphic Designer

JUN 2021 - SEP 2022

Created 13+ branded banners for Google and Instagram advertising campaigns, ensured brand cohesion across digital channels.

Partnered with marketing to align visuals with campaign KPIs (click-through rate).

www.xierche.com

charlotteche.design@gmail.com

682.330.9725

EDUCATION

Savannah College of Art and Design (SCAD) / MFA Service Design

SEP 2018 - JUNE 2021, Savannah GA

Honors Scholarship Recipient.

University of California, Davis(UCD) / BA Design

SEP 2022 - JUNE 2024, Davis CA

Dean's Honor List.

Team leader in Design for America(DFA).

SKILLS

Design: Illustration & UI graphics, Strategy & vision presentations • User flows • Concept sketches • Wireframes & mock ups with Sketch & Illustrator

Prototyping: Rapid prototyping using Keynote & Invision • Interactive flow with HTML/CSS/JS • Frameworks

Research: Data analysis • Task analysis & persona hypothesis • A/B Testing & Experiment • Cafe & diary study • Cognitive walkthrough

Collaboration: Organizing workshops • Facilitating design critique • Self Starter • Detail oriented • Flexible • Communicative