

EVA LYNN CHEUNG

Senior Product Designer

London, ON / Remote • eva.lynn@hey.com • [LinkedIn](#) • [Portfolio](#)

PROFESSIONAL SUMMARY

Senior Product Designer with a psychology background and 7+ years designing consumer and enterprise products, with a focus on making complex, sensitive workflows feel clear and trustworthy. Hands-on with AI tools (Figma Make, Claude, ChatGPT), and I do my best work in the room with engineering and PM, working through tradeoffs together.

PROFESSIONAL EXPERIENCE

Senior Product Designer - Apryse (formerly PDFTron)

Nov 2021 – Present

- **Flow Redesign:** Rebuilt a multi-step purchase and account registration flow into a simpler 3-step process (email, cart review, account creation), raising completion from about 10% to 32% within a month of launch.
- **AI Practitioner:** Use Figma Make to prototype and test flow variations with real users, and use Claude and ChatGPT to synthesize research and draft scoping documentation.
- **AI Enablement:** Member of Apryse's internal AI team, helping design and engineering colleagues build AI fluency and finding ways to bring AI into the product development process.
- **Expanded Ownership:** Grew from owning a single flagship app to leading design across the full Xodo product family (mobile, desktop, and web), each treated as its own product given how different the users are.
- **Founding Design Lead:** Led a full redesign of the flagship native desktop app from the ground up, using churn data to convince leadership the outdated experience was driving users away and needed a full pivot.
- **Technical Pragmatism:** Modernized the UI within legacy Java constraints by working closely with engineering on creative workarounds, avoiding a costly and time-consuming full re-platform of the desktop application.
- **Risk Mitigation:** Released an early "Alpha" version to validate new information architecture and feature hierarchy before committing to the full roadmap.
- **Reduced Errors:** Cut user error by 30% and improved engagement by 15% by simplifying core workflows and introducing a unified UI library the whole team could build from consistently.
- **Engineering Partnership:** Worked with engineering leads to define shared IA patterns and cleaner handoff specs, reducing development rework by 20%.
- **Cross-Functional Process:** Noticed recurring scope creep and shifting requirements mid-cycle, so I led conversations between design, engineering, and PM to align on expectations and built a new iterative process for how the three teams plan and hand off work together.
- **Team Alignment:** Joined weekly design reviews with the wider team to stay aligned on what everyone was working on, giving each other feedback and spotting opportunities to collaborate more effectively.

UX Designer - Hewlett-Packard Enterprise (HPE)

May 2019 – Nov 2021

- Redesigned core B2B enterprise flows for enterprise users, running usability tests and iterating on the UI design to drive double-digit growth in conversion across key funnels.
- Used behavioral and usage data to prioritize product updates, keeping the roadmap grounded in how users actually worked day-to-day rather than internal assumptions about their needs.
- Contributed to a global enterprise design system used across product teams to keep the UI consistent at scale.

CORE SKILLS

Design: 0-to-1 Strategy, UX/UI Design, Cross-Platform Design, Design Systems, SDK Developer Experience

Research: User Research, Usability Testing, Research Synthesis, Churn & Behavioral Analysis

AI Practice: Figma Make (AI prototyping), Claude & ChatGPT (research synthesis, documentation, ideation)

Tools: Figma, FigJam, Jira, Confluence, Product Analytics (Mixpanel, Heap, HotJar)

EDUCATION

B.A. in Psychology, Minor in Business - Montclair State University, 2015

UX & UI Design Certification - CareerFoundry, 2019