

# Ashley (Yiwen) Cheng

Los Angeles, CA

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UX/UI designer with extensive experience in product design and development. Thrives on creating powerful yet personable user-centric design. Background has sculpted me to become detail-oriented, proactive in team settings as well as working individually. Find comfort in an agile environment, take challenges decrypting problems and implementing solutions. Equipped with skills necessary to fulfill users and stakeholders needs.

## Technical Skills

**UX/UI** | User Research, Information Architecture, Usability Testing, Wireframing & Prototyping

**Applications** | Adobe Suite, Sketch, Invision & Webflow

**Languages** | HTML5, CSS, JavaScript, Bootstrap & jQuery

## Projects

### Environmental Protection Agency

Revamp current website and improve its content hierarchy based on user research and feedback.

**Responsibilities** | Implement design thinking process to card sort site content, create new sitemap, correct UI style guide based on US government accessibility standards, and prototype visual wireframes.

**Key Tools** | User-centric design research, Adobe XD, InVision & US Web Design Standards

### Santa Barbara Zoo

Non-profit website redesign with focus on generating traffic through ticket purchases and donations.

**Responsibilities** | Highlight stakeholder concerns, address current usability issues, and devise systematic solutions to improve on website UI design.

**Key Tools** | In-person user research & user testing, Adobe XD & InVision

### Squek

A mobile app that helps individuals manage household cleaning tasks while promoting wellness

**Responsibilities** | Conduct user research, discovery market needs, analyze survey data, come up with mobile mockups and present visual prototypes.

**Key Tools** | User research, user testing, data analysis, Adobe XD & InVision

## Related Experience

### UX/UI Designer

Impact

Present

Remote

Work closely with the product design team to meet business requirements, conduct user research, and devise solutions to improve on the current user interface.

- Designed responsive branded and non-branded partner signup experience.
- Spearheaded a UI style guide development project creating grid systems and components for the interface.

## Other Experience

### Bridal Alterations Coordinator

Vera Wang

Jan 2016 - May 2019

Beverly Hills, CA

### Fashion Stylist

Club Monaco

April 2016 - April 2017

Beverly Hills, CA

## Education

### University of California, Irvine

Class of 2019

Intensive 6 months bootcamp dedicated to user experience and user interface design

- Certificate in Web Design, Visual Design, Interface Design, User Experience and Design Thinking

### Fashion Institute of Design & Merchandising

- Bachelors of Arts

Class of 2018

- Professional Studies in Menswear

Class of 2017

- Associate Degree in Fashion Design

Class of 2016