

Vanessa Cheung

Product Designer

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EXPERIENCE

True Office Learning 2017 - Present

Senior UI/UX Designer

Spearhead the revamp of our existing product to be inline with current industry standards: systematic design, accessibility design, and modernize technology – effectively leading an increase of Fortune 500 clients in our portfolio. Create, oversee, and manage roadmaps to effectively guide the design, development, and QA team through the implementation process.

UI/UX Designer

Brainstorm, research, and execute the implementation of new structures to increase work efficiency by 75%. Effectively guide, design, and support the marketing team for an increase in sales by 22%. Take charge of assisting our offshore team to debug issues and reduce turnaround time by 25%. Facilitate and successfully blend relevant insights across multiple teams for an effective UI and UX improvement of our product.

New York Stock Exchange (NYSE) 2015 - 2017

UI/UX Designer

Lead marketing designer focused on designing integrated, user-centric content strategy solutions to create the most engaging content. Client-facing interaction for end-to-end projects: from setting project goals and objectives, building sitemaps, design wireframes, exploring different user interfaces, and creating post-production files for developers. Collaborated with the design team to improve the UI and UX of our own brand products.

Everyday Health 2012 - 2015

Marketing Designer

Explore new ways to enrich, enhance, and engage customer experience while preserving brand aesthetics. Collaborated with the marketing team to strategically optimize designs based on data analysis to drive stronger performance and conversion rates. Responsible for designing and managing three (3) iOS apps; creating and building landing pages, emails, and social media campaigns.

Team5 2009 - 2012

Graphic Designer, Front-end Developer

Designed and built marketing campaigns, banners, print advertisements, wireframes, and websites. Worked directly with high profile vendors such as the New York Times and The Real Deal. Assisted web developers with post production work and front-end coding.

Freelance Visual Designer – SHIFT 2017 - 2018

Freelance Marketing Graphic Designer – Bloomberg LP 2012 - 2014

TECHNICAL SKILLS

Design

Product
Systematic
Accessibility (WCAG 2.0)
Web Applications
Responsive
Marketing

Design Softwares

Figma
Sketch
Adobe Suite
InVision
Axure

Development Tools

HTML/CSS
Visual Studio Code
JIRA
GitHub

Marketing Tools

Google Analytics
Squarespace
HubSpot
LiveBall
Responsys
Act-On

EDUCATION & CERTIFICATES

Google UX Design, Professional Certificate
Google, 2021

Google Analytics, Certificate
StackSocial, 2019

Responsive HTML Email, Certificate
Noble Desktop, 2015

Graphic Design, BFA
Fashion Institute of Technology, 2009