

WILLIAM CHENG

PRODUCT DESIGNER

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SKILLS

Research

User Surveys, User Interviews, Usability Testings, Contextual Inquiry, Heuristic Evaluation, Competitive Analysis, Comparative Assessment, Content Patterns, Stakeholder Workshop

Design

Design Persona, User Stories, User Journey Map, Task Analysis, User Flows, Information Architecture, Wireframes, Prototypes, Mockups, Native Design Guidelines, Design Documentation, Iterative Design, RWD, Interaction Design, Emotional Design

Tools

Figma, Sketch, Marvel, Balsamiq, Invision, Photoshop, Illustrator, Zeplin, Miro, Ora, Notion, Airtable

PROJECTS

Yogago | UX/UI Designer

FEB 2020 - JULY 2020

Monthly yoga membership that helps busy yogis access the best yoga classes.

Psy2gether | UI Designer

AUG 2020 - OCT 2020

Mobile-first psychology web app connecting career changers passionate about psychology.

EDUCATION

User Experience Design Diploma

NOV 2020

CAREERFOUNDRY | BERLIN, GERMANY

BA, Economics

SEP 2010

TUNGHAI UNIVERSITY | TAICHUNG, TAIWAN

INTRO

I am at heart empathetic and considerate, which helps me make design decisions while being conscious of technical viabilities and business goals. My mission is to create designs that make people happy - for both users and team members in the company.

EXPERIENCE

UX/UI Designer — Metropia

JAN 2022 - PRESENT | REMOTE

Metropia is a mobility technology solutions firm focusing on carbon reduction through behavior change via Mobility-as-a-Service platform, mobility wallet, and behavioral economics-based intervention.

- Redesign "Houston ConnectSmart" features and tools (biggest MaaS platform in North America) that help public and private clients to meet their transportation planning and system operation needs.

UX Designer — iMarts

JAN 2021 - JULY 2021 | TAIPEI, TAIWAN

iMarts is a holistic travel platform that helps local businesses and organizations to connect tourists and analyze data quickly and visually arriving at actionable insights.

- Identified current problems and redesigned the B2C app to improve UX.
- Owned a UGC product from discovery to prototypes, including user research, creating user stories, designing user flows and adapting interaction design.
- Collaborated with CEO and Product Manager to design product features and define product strategy.
- Generated solutions cross-functionally with Engineers, UI Designers, Sales, Marketing and Data Analysis Teams.

UX Research — AI For Agriculture

NOV 2020 - DEC 2020 | REMOTE

This was a research volunteer position.

- Planned and conducted user research.
- Prepared user interview questions for the target group.
- Documented and submitted user interview results and actionable product research findings.
- Created personas and user journey maps.

Digital Marketing Consultant — TDCX

DEC 2018 - DEC 2019 | KUALA LUMPUR, MALAYSIA

TDCX is an award-winning boutique outsourced business service provider in customer experience solutions to high-growth clientele. I was part of the Google My Business product team.

- Advised clients on SEO solutions to drive growth on Google Maps.
- Collaborated with the Google team and improved user interactions across all digital interfaces on iOS, Android and Web platforms.