

# 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 rapidly growing MaaS company dedicated to transforming urban mobility. Through partnerships with cities and transportation agencies across the USA, the company develops mobile applications that provide real-time traffic information, suggest optimal routes, and incentivize users to make smarter travel choices.

- Develop and presented comprehensive UX research to executives to align on key priorities for product discovery.
- Implement 10 in-depth user interviews and testing to gain insights into user workflows.
- Coordinate closely with cross-functional teams and give presentations on designs & customer behaviors.
- Execute comprehensive end-to-end UX/UI design tasks.

### 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.

- Led the execution of UX/UI design projects, from initial discovery to the creation of prototypes.
- Improved the UGC experience, nurturing stronger user relationships and enhancing overall platform usability.
- Collaborated with the CEO and Product Manager to research and tailored product designs to reach desired goals.

### 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.
- 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.