

Cherie Chung

User Experience Researcher and Designer

Portfolio: www.cheriechungux.com

Email: cheriechung98@gmail.com

Phone: +1 831-884-6828

Education

Savannah College of Art and Design (SCAD)

B.F.A. User Experience Design

GPA: 4.0, Dean's List

Expected graduation: May 2022

Rhode Island School of Design (RISD)

Graphic Design Certificate

Continuing Education Summer Pre-College Program

Graduated August 2017

Experience

UX Researcher and Content Strategist | Deloitte x SCADpro

- Conducted user interviews and synthesis of insights through storyboards, user journey maps and archetypes for consumers, brands, and creators.
- Led storytelling and content strategy on the SCADpro x Deloitte collaboration project envisioning the future of creator commerce.

March - May 2021

UX Research and Product Design Intern | GovTech

Part of UX team on LifeSG app, working on the end-to-end UX process for new features and inter-agency collaborations to improve the visibility and usability of digital government services in Singapore.

- Conducted user interviews, generative research (open and close card sorting, tree testing), evaluative research (moderated usability testing, A/B testing).
- Facilitated design thinking workshops for executives to translate user pain points into design opportunities.

September - March 2021

Leadership

President & Co-founder | Leaders of Inclusive Thinking Club

Leaders of Inclusive Thinking club was founded to foster a community of inclusion and support for all people in creative fields through workshops, panels, and open discussions before entering the industry.

January 2020 - present

Communication Lead | FLUX - UX Club

Selected as one of 8 club officers to cultivate a UX community at SCAD.

- Maintained professional connections with company representatives, coordinating workshops and design challenges for club members.
- Strategised social media marketing campaigns and outreach initiatives to boost engagement on Instagram and writer of FLUX weekly newsletter.

March 2019 - present

Resident Assistant | SCAD

Part of a 16 member staff managing 480 students, developed and conducted programs on diversity, social skills, community building and academic.

- Experienced in crisis management, event planning and facilitation, and administrative duties (security issues, maintenance requests, incident reports, receptionist)

September 2019 - June 2020

Skills

Research

Surveys
User interviews
Card sorting
Tree testing
Dairy studies
Usability testing
Focus groups
Data synthesis
Affinity diagrams
Data visualisation
Personas & archetypes
User journey maps
Workshop Facilitation

Language

English (Native)
Chinese (Native)
Korean (Conversational)
French (Limited)

Software

Figma
Sketch
InVision
Miro
Maze
Adobe XD
Adobe Illustrator
Adobe InDesign
Google Workspace
Microsoft Office

Design

Content strategy
Strategy development
Prototyping
Graphic design
Copywriting

Project achievements

UX Research Lead | Cope

Cope is an AI application that uses a wearable device (Copilot) to analyse triggers and suggest actions suited for individuals impacted by traumatic events.

- Indigo Awards: 2 Gold, 4 silver, and 2 bronze. 2021

UX Research & Project Lead | Nectar

Nectar is a content and data management platform to aid customer understanding for independent food businesses.

- Indigo Awards: 4 Gold and 5 silver. 2021

UX Research & Project Lead | Packed

Packed is a browser extension service that connects shoppers with others buying from the same online fashion brands, delivering to the same area.

- Creative Communication Awards: User Experience Design prize and User Interface Design prize.
- Indigo Awards: 3 silver awards. 2020