Cheryl Wong

A passionate Malaysia-based Product Designer that
seeks challenges and creates solutions.

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Work Experience

Web Design Intern at Maximus System Solutions
(June 2022 - August 2022)

- Collaborated with the dev team, using WordPress for efficient front-end development, ensuring quality delivery within 2 months.
- Conducted user testing, enhancing product functionality and UX by 25% through bug identification.
- Accomplished the full design process for a client in delivering 2+ iterations of, competitive analysis, wireframing, prototyping and user testing.

Projects

UI/UX Designer at Tutu Craft Studio
(Feb 2023 - April 2023)

- Partnered with the product owner to pinpoint user issues and business objectives strategically
- Enhanced user satisfaction by 30% after 2+ cycles of sketching, wireframing, and prototyping with a clear information hierarchy.
- Boosted design efficiency by 80% by implementing a scalable Figma design system.
- Improved user engagement by 10% by adding responsiveness to the website.

UX Designer at hikies
(July 2023 - August 2023)

- Initiated a project for easy trial discovery that garnered 53 users' interest.
- Managed a project with an agile framework for efficient 2-month delivery.
- Captivated Gen-Z with modern branding and a versatile design system of 23+ elements that align with the brand guide.
- Conducted UX research with a focus group of 6, resulting in a 15% NPS increase.

Skills

Technical:
Figma, Adobe XD, HTML5, CSS3

Design:
User Flows, Information Architecture (IA), Design Systems, Wireframing, Prototyping, Responsive Web, App Design, Branding Design, Design for Accessibility

Education

Bachelor's Degree in Graphic Design and Multimedia (3.5 / 4.0)
(May 2020 - March 2024)