



JESSICA CHENG

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408.529.2410

<https://jessicacheng.design>

## EDUCATION

### Bloc

December 2018 - March 2020

UI/UX (Designer Track) Certification

### Otis College of Art and Design

August 2009 - May 2013

B.F.A. Product Design

## SKILLS

### UI/UX Design

- HTML and CSS
- Preference and Usability Testing
- Prototyping
- UX Research
- Wireframing

### Graphic Design

- Branding
- Logo Design
- Print Material

### Computer Programs

- Adobe Creative Suite
- [After Effects, InDesign, Illustrator, Lightroom, and Photoshop]
- Atom
- Figma and Invision
- GitHub
- Microsoft Office

### Product Design

- Ceramics
- Sketching and Rendering
- Sewing [Hand and Machine]
- Technical Packages
- Welding
- Woodworking

### Languages

- English
- Mandarin Chinese

### Other

- Canon EOS 80D
- Attention to Detail
- Fast Learner
- Organized and Dependable
- Problem Solver
- Self-Motivated

## AWARDS

### Almaden Art and Wine Festival

2009

I'm a UI/UX designer with over 5 years of experience in graphic, interior, and marketing design. I strive for intuitive user experiences with a minimalistic, yet visually striking interface.

## EXPERIENCE

### Law Offices of Jim T. Nguyen

Lead Marketing Designer | September 2020 - Present

- Designed marketing materials, such as company branded promotional products and marketing collateral for networking purposes.
- Managed the firm's social media accounts by maintaining a web presence to increase brand awareness through consistent posting and engagement.

- Increased conversions through social media by up to 43%.

- Researched, wrote, and produced digital content for social media.

Case Manager | February 2021 - Present

- Effectively reduced any waiting periods by efficiently obtaining medical records and recommendations.

- Minimized any delays in settlement by keeping track and following up with all pending authorizations, lien reductions, and external correspondences.

- Implemented consistent communication between clients and their insurance, medical providers, and other departments relating to their bodily injury and property damage claim.

- Created and maintained a highly organized system to stay up to date with all clients by centralizing all important information, updates, and pending tasks to a single spreadsheet.

- Streamlined the client intake process by creating templates to automate and cut out time-consuming tasks.

Freelance UI/UX Graphic Designer | February 2019 - March 2020

- Designed the logo and branding for the business and created a style guide to develop a cohesive brand across the business.

- Established a more intuitive user experience by revamping the single paged website to include subpages and a navigational menu.

- Developed code for the website and optimized it for tablet and mobile access.

- Worked closely with client through multiple iterations and finalized deliverables for print and social media use (eg: business cards, holiday cards, and marketing premiums).

### Bloc UI/UX Design Program

UI/UX Designer | December 2018 - March 2020

- Developed an interactive mobile lifestyle tracker application that helps users create and maintain good habits to help them reach their lifestyle goals. (You in Review)

- Reimagined a cloud storage service to simplify itinerary creation for traveling; centralizes trip-planning process, from finding inspiration, to finalizing itinerary. (The Wander Project)

- Conducted research on potential consumers and existing products to make and support strategic design decisions.

- Established a start-to-finish project design process including user research, wireframing, mockups, style guides, branding, hi-fidelity prototypes, and usability testing.

### 365 Staging

Lead Stager/Graphic Designer | April 2017 - May 2019

- Directed teams of 3 to stage an average of 10 residential homes per week to be listed on the real estate marketplace.

- Curated pieces of furniture and accessories to coordinate with the architectural style of the home for a cohesive look and feel.

- Created marketing collateral such as decals, posters, and flyers for company and real estate use across the San Francisco Bay Area.

- Helped develop a guideline for minimum deliverables per design package for consistent quality and efficiency.

- Streamlined business operations by devising a system for designers and warehouse workers to collaborate more effectively, increasing efficiency by 20% per project without compromising quality.

- Established relationships with real estate agents, and was frequently requested to oversee their staging projects.



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## Toqos

Social Media Marketing Designer | May 2017 - June 2018

- Managed Instagram account of 12k followers by making 1-3 daily posts based on engagement prediction algorithm and increased following by 140%.
- Created graphic design content such as banners and call-to-action images for Instagram, website, and email use.
- Assisted in digital marketing by photographing products and writing detailed descriptions.
- Formulated a standard of procedures across business to establish branding and style consistency.
- Designed and managed monthly newsletters, on-boarding, and other sales marketing emails.

## Boiling Point Restaurant

Assistant Manager | September 2014 - December 2016

Supervisor | December 2013 - December 2016

Trainer | March 2015 - December 2016

Server, Bobartender, Cook | June 2012 - December 2016

- Managed 30 employees' hours and duties according to restaurant's peak and slow hours.
- Monitored and maintained consistent level of food and supply inventory by perfecting ordering based on consumption prediction, while keeping food waste to a minimal.
- Led orientation at company headquarters once a week to onboard 5-10 new employees and start basic training.
- Trained new servers to be up to company's standards during their 2 week probation period.

## Steve Boyer Designs

Production Intern | June 2013 - September 2013

- Collaborated with design team to create Colorfields, a mobile app that uses participants' geolocation to create a 60m x 60m interactive art piece for the 2013 Glow Festival, which had ~150,000 attendees.
- Built sitemaps and wireframes and created information and navigational architecture to ensure seamless usability.
- Researched lead designer's style and vision to define and apply branding for the Colorfields app.

## Anthropologie

Visual Display Intern | June 2012 - August 2012

- Worked with the design team to iterate the design concept for the 2012 summer window display theme of naturally-dyed flowers.
- Sourced and selected materials to build and execute proposed display ideas.
- Partnered with the display team to decorate window displays and created props, furniture, and other apparatuses to market company's clothing and products.