Sarah Cheung

UX RESEARCHER & DESIGNER

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SKILLS

Research
Usability Testing
User Interviews
Field Studies
Ethnography
Surveys
UX Mapping
Personas
Heuristic Evaluations
Competitive Reviews

Tools
Figma
Sketch
Mural
Miro
Qualtrics
Maze

Languages
C++
Java
Python
SQL
JavaScript
HTML
CSS

EDUCATION

M.S. in Human Factors in Information Design
📖 Bentley University   🎓 Dec 2022

B.S. in Computer Science
📖 University of Southern California   🎓 May 2021

EXPERIENCE

UX Researcher   🏢 Virtualitics   📅 Aug 2023 – Aug 2024

- **Guided product and design strategy of product suite** through the design and execution of research studies, utilizing heuristic evaluations, competitive analysis, surveys, in-depth interviews, usability tests, and concept tests
- **Established an efficient research practice** by streamlining research operations, setting up recruitment channels, creating structured templates to standardize research documentation, and pioneering partner-led studies
- **Created wireframes and prototypes using Figma** to fuel ideation within the Design team, addressing usability problems and contributing to the development of innovative feature ideas (including AI / GenAI)
- **Communicated findings and recommendations cross-functionally** to Product, Design, Engineering, Sales, and Marketing teams, as well as executive leadership, through storytelling in workshops, reports, and presentations

UX Research Intern   🏢 Coinbase   📅 Jun 2022 – Aug 2022

- **Defined 25+ guidelines for Coinbase's Design System** based on qualitative research into how assistive technology users interact with data visualizations, addressing critical accessibility issues identified in an audit
- **Achieved 40% increase in research recruitment success** for Web3 development projects through the design of effective screener questions that accurately identify qualified candidates
- **Influenced product and design decisions** for Coinbase's staking rewards dashboard by conducting moderated usability tests and presenting key findings to cross-functional teams (Product, Design, Engineering, Legal, and HR)

UX Research Intern   🏢 Amazon   📅 May 2021 – Aug 2021

- **Drove strategic development** of Alexa Conversations Description Language by leading generative research on Alexa skill builders through observational interviews to identify key user needs and pain points
- **Facilitated a cross-functional workshop** with Product senior leadership to reprioritize the product map based on user feedback, business goals, and opportunities

Software Developer Intern   🏢 Expedia Group   📅 Jun 2020 – Aug 2020

- **Implemented an opt-in/-out feature** for Vrbo's New Listing Discount Program on iOS and Android platforms using Swift and Kotlin
- **Accomplished a 25% uplift in new listings** with bookings within the first 30 days through the first merchandised partner-supplied promotion on Vrbo brand sites

Art & Media Pipeline Developer Intern   🏢 Walt Disney Imagineering   📅 Jan 2020 – Apr 2020

- **Enhanced productivity by streamlining 3D content creation** for designers with the development of digital pipeline tools and VR theme park visualizations in Unreal Engine 4
- **Optimized documentation process** of internal developer tools by building an auto-documentation tool in Python

Mobile Engineer Intern   🏢 PayPal   📅 May 2019 – Aug 2019

- **Enabled seamless integration and precise control of access** to various features for both internal applications and SDKs with the development and implementation of a proof-of-concept Access Control SDK in Kotlin
- **Enhanced user tracking and monitoring capabilities** through successful incorporation of analytics SDKs (Amplitude, Braze, FPTI) into the PayPal Business app, improving data-driven decision-making

Gameplay Engineer Intern   🏢 Sanzaru Games   📅 May 2018 – Aug 2018

- **Implemented gameplay mechanics and AI behavior** for 4 levels of a platform video game in C++ and Blueprints
- **Integrated UI animations** per specifications of level designers and existing code infrastructure

PROJECTS

Food Ordering Survey   ⓘ Survey research   📅 Sep 2022 – Dec 2022

- **Investigated the impact of different food ordering methods** on user satisfaction and preference with a literature review and survey research, distributing a Qualtrics survey to 30+ participants
- **Developed personas** to capture the behaviors, aptitudes, attitudes, and emotions behind travel engagement and purchase behaviors

eVisit   ⓘ Virtual healthcare platform, sponsored by eVisit   📅 Jan 2022 – May 2022

- **Identified opportunities for UI improvement and areas of user friction** with the eVisit Core platform by conducting heuristic reviews (individual and group) and usability tests
- **Guided design decisions** by conducting competitor analysis, persona development, empathy mapping, journey mapping, and usability tests

MITRE Innovation Toolkit   ⓘ Website redesign, sponsored by MITRE   📅 Sep 2021 – Dec 2021

- **Enabled remote multi-user real-time collaboration and promoted innovation** across teams by redesigning the MITRE Innovation Toolkit website using Figma
- **Guided design decisions** by conducting competitor analysis, persona development, empathy mapping, journey mapping, and usability tests

Personal Health Record   ⓘ iOS app   📅 Sep 2021 – Dec 2021

- **Led the design process** of a personal health record iOS app for patients, involving the creation of sketches, wireframes, high-fidelity prototypes, and a comprehensive style guide using Figma
- **Improved user experience of the app** through usability testing of prototypes, leveraging Maze analytics to gather valuable insights for iterative refining the design

Empath   ⓘ UE4, Oculus VR, First-Person Shooter (FPS) & Role-Playing Game (RPG)   📅 Jan 2018 – May 2018

- **Facilitated biweekly playtests** with players to evaluate gameplay mechanics, user interface, and overall user experience, implementing solutions for identified pain points and common areas of frustration
- **Designed levels and implemented motion-activated spells** with HTC Vive controllers using C++ and Blueprints