

# Cheryll Cheah, UX Designer

I design thoughtful, meaningful and intuitive experiences that brings people together.

[cheryllcheah.com](http://cheryllcheah.com) (Portfolio)

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## Work Experience

AUG 2021 - PRESENT

### Interaction Designer | Accenture Song

- Plan and conduct design and ideation workshops according to design goals with human-centred design techniques
- Drive interaction design initiatives by planning, coordinating and conducting user requirements analysis, high-level information architecture design, interaction design and usability testing
- Consider both user needs and business goals, and translate insights to design concepts that illustrate simplicity from system complexity
- Practice storytelling, and effectively communicate design concepts, user flows and use cases to stakeholders, both verbally and visually

AUG 2019 - AUG 2021

### UX Designer | Minitheory Pte Ltd

- Led design projects and facilitated stakeholder workshops to gather requirements, understand pain points that translate into design requirements.
- Conceptualised and communicated design objectives through user flows, wireframes, mockups and prototypes.
- Worked closely with developers and marketing teams to design applications that fit technical and business requirements.

JUN 2018 - AUG 2019

### Regional Expansion Manager | Qourier Pte Ltd

- Designed processes to enable business growth across all customer segments. From acquiring new users, to onboarding Merchants, to driver incentives, and business development.
- Managed new product rollouts for expansion markets as well as generating operational insights for future product development.
- Managed relationships with in-country and regional cross-functional teams (marketing product, customer success, business development).
- Responsible for helping to launch and grow Qourier in expansion markets across Southeast Asia.

DEC 2016 - JUN 2018

**Marketing Executive | Qourier Pte Ltd**

- Wrote and proofread creative copy for all marketing collaterals, including prints, social media, emails and website.
- Developed a growth strategy focused on optimizing generation of leads and customer satisfaction.

JUL 2016 - SEP 2016

**UX Researcher Intern | Piktochart**

- Interviewed users to understand their needs and help translate those to design recommendations.
- Conducted market research to understand competitors for improvement of product.

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## Skillset

METHODS

**UX Design**

Journey Mapping, Interaction Design, User Journeys, Task Flows, Wireframing, Prototyping

**Research**

User Interviews, Usability Testing

PROGRAMMES & APPS

**Design**

Figma, InVision, Zeplin, Procreate

**Project Management**

Notion, Trello, Google Suite, Microsoft Office, Miro

**Coding (Basic)**

HTML, CSS, Bootstrap

LANGUAGES

**Proficient in:** English, Malay

**Conversational:** Mandarin

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## Education

2013 - 2016

**Bachelor of Social Sciences (Hons), Sociology & Anthropology, First Class Honours**

University of Malaysia, Sarawak