

# 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

- **Led Design Team:** Successfully managed a team of 2 designers, collaborated with cross-functional teams, and ensured design consistency, enhancing overall project coherence and design standards.
- **Led Interaction Design Initiatives:** Directed the planning, coordination, and execution of user requirements analysis, journey mapping, and usability testing
- **Balanced User Needs and Business Goals:** Integrated user needs and business objectives into design concepts, translating complex systems into simple, intuitive user experiences.
- **Communicated Design Concepts Effectively:** Utilized storytelling techniques to effectively communicate design concepts and user flows to stakeholders through both verbal and visual presentation
- **Implemented Effective Design Processes:** Established structured processes for design reviews and client interactions, fostering continuous communication and streamlined decision-making, resulting in improved design efficiency and team performance.

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.
- 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.

## Skillset

METHODS

**UX Design**

Journey Mapping, Interaction Design, Visual 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

## Education

2013 - 2016

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

University of Malaysia, Sarawak