

# Yoyo Cheng

Senior Web Designer

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818.442.3336

## Education

2016

Web UX/UI Design, **BLOC**, San Francisco, CA

2011

Practice of Art, **UC Berkeley**, Berkeley, CA

2009

Fine Art, **Parsons the New School of Design**, New York City, NY

## Employment History

### **Sync Design, Sr. Web Designer**

July 2021 - present

Lead projects in design concepts, prototyping, user research, and visual creations.

Conceptualize design process from creation, coding, visual design, testings, and SEO in websites, landing pages, marketing materials, and email news letters.

Create detailed visual layouts, user experiences, and interaction specifications for front-end and other developers to implement on multiple content management systems, frameworks, and platforms

### **Sync Design, Web Designer**

Oct 2016 - June 2021

Design end-to-end user experience for e-commerce B2C, B2B websites, hospitality websites, chat bot user flows, and art gallery website.

Create marketing materials, storefront, and infographics for Amazon Vendor Central and Amazon FBA business accounts.

Maintain three company websites UI and grew website visits over 1M in two years. Implement web design and streamline design systems across designers and developers.

Collaborate in product packaging design, photo and video shoots.

### **Tapinfluence (IZEA), UX/UI Designer (Contract)**

Jun 2016 - Sep 2016

Designed wireframes, prototypes, and UI for the CRM system between influencers and business owners for better filter, research, and connecting experience.

### **Yogatailor, UX/UI Designer (Intern)**

Jan 2016 - May 2016

Designed visuals in iOS and Android apps and website UI for company events.

## Earlier Experience

**Cartier, Sales Associate**

Aug 2015 - Jun 2016

**Prada, Sales Associate**

Feb 2014 - Aug 2015

**ASUS, Inside Sales**

Jun 2011 - Dec 2013

## Skills

Design Strategy

User Research

Wireframing

Project Management

Accessibility

## Tools

Sketch

Figma

Adobe Design Suite

Microsoft Office

HTML

CSS

Java Script

Python

Procreate

FlipaClip

Nomad

## Language

English

Chinese