Andy M. Cheng

Product Designer with 5+ years of startup experience bridging the gap between abstract ideas and live, scalable experiences.

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Experience

Product Designer - Paytient April 2025 - October 2026

- Led the end-to-end design for both the business admin platform and the consumer-facing mobile experience of a health/fintech platform.
- Partnered closely with product and engineering leadership to streamline compliance-heavy workflows and launch a new strategic feature in collaboration with industry leaders (GoodRx, MCCPDC).
- Spearheaded 0→1 product initiatives from user research through post-launch optimization, directly accelerating user activation and operationalizing a new GTM motion.

Product Designer - Smartrr Jul 2024 - Jan 2025

- Owned the design ecosystem for a high-volume Shopify subscription and loyalty platform, directly impacting scaling DTC brands.
- Assumed a dual Product Management and Design function; authored product requirements, prioritized engineering sprints, and maintained roadmap velocity.

Product Designer - Bento Feb 2023 - Apr 2024

- Embedded as foundational product designer at a B2B growth platform, defining the core design paradigms and patterns from the ground up.
- Co-authored product strategy with CEO to architect and ship AI-driven features, successfully establishing a primary competitive differentiator in the market.
- Designed highly configurable user onboarding modalities (surveys, tooltips, flows) that scaled to power over 500K+ monthly experiences.

Product Designer II - Balto Aug 2021 - Dec 2022

- Led core platform experience for an AI-driven contact center suite, partnering with product and engineering to ship an analytics dashboard that saved supervisor users 2+ hours weekly.
- Revived real-time alerting features by overhauling the creation and reporting workflows, directly recovering $120K in ARR from churn risks.

Education

Rice University

B.A. in Cognitive Sciences

Skills

Design

Information architecture

Systems design

Growth design

Design systems

Mobile design

Prototyping

User research/testing

Product strategy

Tools

Figma

Adobe CC

NotebookLM

Maze

Webflow

Development

HTML

CSS

JS

React