Andy M. Cheng

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

andy.m.cheng@gmail.com
www.andymcheng.com

Experience

Product Designer - Paytient Apr 2025 - Oct 2026

- Led the end-to-end design for both the business admin platform and the consumer-facing mobile experience of a health/fintech platform.
- Owned the admin platform design system and collaborated with senior designers and platform engineers to evolve the core design system through a major rebrand initiative.
- Partnered closely with crosst-functional leadership to launch a new strategic product offer in partnership with key industry leaders.
- Designed an adaptive self-service experience for the business platform and co-authored new customer education and support model.

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 founding 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 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 per week.
- Revived real-time alerting features by overhauling the creation and reporting workflows, directly recovering $120K in ARR from churn risks.
- Led design system efforts with ground-up creation and maintenance of the Nome System for both our Cloud and Agent App experiences.

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

Marketing design

Tools

Figma

Adobe CC

Claude, Gemini

Glean

Maze

Webflow

Development

HTML

CSS

JS

React