

Andy M. Cheng

Product designer with 5 years of experience at fast-paced startups driving business growth through scalable systems and strategic product thinking

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Experience

Product Designer - Paytient April 2025 - Present

- Owning business admin dashboard experience for healthcare benefit/fintech platform, operationalizing a new GTM motion, streamlining enrollment workflows, and optimizing capital efficiency.
- Leading 0→1 projects from research through launch, optimizing core app engagement to drive user activation and feature utilization.

Product Designer - Smartrr Jul 2024 - Jan 2025

- Led design at subscription and loyalty platform for DTC brands in the Shopify ecosystem.
- Responsible for all designs projects and temporarily product management function.

Product Designer - Bento Feb 2023 - Apr 2024

- First full time designer at B2B growth platform used for designing and launching in-app activation flows.
- Led all new feature design work from concept to research and high fidelity execution.
- Partnered with CEO and engineers on multiple AI features that developed into a key product differentiator in the space.
- Created new styles (e.g. customizability) and modalities (e.g. surveys), enabling 500K+ monthly end user experiences.

Product Designer II - Balto Aug 2021 - Dec 2022

- Led core platform experience, focusing on data reporting and cross-platform systems, for AI powered contact center platform.
- Collaborated with Senior Product Manager and team of engineers to develop and ship new data analysis feature for supervisor users; estimated 2+ saved hours per week per user.
- Revived real-time alerting feature with enhanced creation and reporting experience; resulting in ~\$120k saved ARR.

Education

Rice University

B.A. in Cognitive Sciences

Skills

Design

UI/UX

Growth design

Wireframing

Prototyping

User research/testing

Information architecture

Design systems

Product strategy

Mobile design

Tools

Figma

Adobe CC

NotebookLM

Maze

Webflow

Development

HTML

CSS

JS