

William Cheung

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Design Leader | UX Strategy & Learning Innovation

UX strategist and product designer with 6+ years of experience transforming complex learning needs into intuitive digital experiences. Skilled in aligning research, data, and design strategy to drive user engagement and organizational impact. Known for clarity in problem framing, data-informed decision-making, and collaborative leadership.

EXPERIENCE

INTERVARSITY/USA

Product Designer III • Full-time

Remote • 07/2022 - Present

- Increased engagement across 39+ national learning programs and 5K+ users by directing UX strategy that unified research, design, and analytics into a scalable, learner-centered framework.
- Secured executive investment for a multi-instance LMS expansion by leading a data-driven proposal for scalable digital training infrastructure.
- Enhanced team performance by mentoring design interns through structured coaching that improved UX process fluency and presentation quality.

Product Designer II • Full-time

Remote • 06/2021 - 07/2022

- Boosted enrollments by 42% and completions by 28% by redesigning *The Ministry Playbook* through iterative research and usability testing.
- Reduced feature delivery time by 30% by standardizing product iteration processes and creating design SOPs that ensured consistent quality.
- Improved sprint velocity and stakeholder alignment by facilitating collaboration across design, product, and tech teams.

Product Designer I • Full-time

Remote • 08/2019 - 06/2021

- Improved learner retention by 25% by co-leading the launch of a national LMS initiative adopted by 25+ training programs.
- Expanded national adoption by enhancing accessibility and navigation within the Ministry Library, increasing usability and engagement.
- Advanced a research-first, learner-centered culture by embedding data-driven iteration into the innovation team's design process.

UX Design Intern • Internship

Madison, WI • 06/2019 - 08/2019

- Improved accessibility and adoption across multiple sites by designing wireframes, flows, and usability tests for early digital learning products.
- Defined user problems and solutions by synthesizing research insights and outcomes from cross-functional workshops.

SKILLS & TOOLS

Design Strategy: Analytics, Automation, Learning Experience Design, Service Design, UX Research

Leadership: Mentorship, Stakeholder Communication, Team Facilitation, Vision Casting

Tools: Figma, GA4, Hotjar, Miro, PowerAutomate, Thinkific, Zapier

EDUCATION

B.A. Cognitive Science • University of California, Berkeley

Berkeley • 08/2013 - 05/2017