

JACK CHENG

<https://www.designbyjackc.com>

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Jack is an accomplished UX designer with 4+ years of experience in academic and practical settings, excelling in human-centered design through extensive UX research and prototyping skills. He believes that every design detail has a reason. Jack is adept at developing personas and usage scenarios through secondary research and interviews, and transferring them to low to hi-fi mocks using wireframes, user flows, and information architecture. He is also able to conduct usability testing, analyze user feedback, and iterate to enhance the user experience. In addition, he is focused on stakeholders' needs. Driven by empathy and a keen eye for detail, he is dedicated to delivering exceptional user experiences that align with both user expectations and business goals.

EDUCATION

College for Creative Studies, US

MA. User Experience Design (GPA 3.75), 2023

National Taiwan University of Science & Technology (QS 327)

Master in Design, 2024 (Expected)

National Cheng Kung University (QS 224), Taiwan

BSc. Industrial (Product) Design, 2019

SKILLS

UX Research / UX Design / Usability Testing

Wireframe / User Flow / IA

Visual Design / Animation

Video Prototyping

HTML / CSS / Javascript

Arduino Prototyping

Knowledgeable in SwiftUI / C# Programming

Unity 3D Game Design / C4D (Learning)

Figma / Sketch

Adobe Creative Suite (Ae, Pr, Ps, Ai, Id...)

RECOGNITION

Best MA Graduation Project

College for Creative Studies, 2023

Scholarship Program for Overseas Study in Arts and Design (SPOSAD)

The Ministry of Education, 2022 - 2023

EXPERIENCE

Interaction Design Co-op, Crown Equipment Corp.

May 2023 - Present / Ohio, US

- Prioritized and implemented sophisticated interactions to design element-based UI features for new version of display
- Researched and organized competitor research on forklifts and mental model of new version of forklift display
- Collaborated with senior designers to conduct Co-creation workshop

UX Research Intern, KKday

March 2021 - September 2021 / Taipei, Taiwan

- Developed traveler personas "Post-Pandemic" for mobile and Web users' experiences
- Utilized questionnaires and purchasing history data to select interviewees and conducted User interview
- Applied findings to local markets in Korea, Japan, and Southeast Asia

UX Design & Research Assistant, DITL

March 2020 - June 2022 / Taipei, Taiwan

- Significantly Influenced the national policy-making of stray dog issue with a Valuation of 3.3 Million USD
- Collaborated with senior designers to design UI features and assisted in conducting usability testing and prototyping
- Thoroughly analyzed complex problems into manageable, understandable solutions

Animation & Graphic Design Intern, Flytech Fdn.

September 2019 - September 2020 / Taipei, Taiwan

- Filmed and took event highlight videos and photos
- Made advertisement video with motion graphics
- Designed Visual Identity for events: posters, postcards, envelopes, etc.

SOFT SKILLS

Storytelling / Presentation Skill / Quick Learner / Design Thinking / Innovative Vision / Creative Thinking / Open-minded / Technology Enthusiast / Problem Solving / Hands-on Expertise