

WINNIE CHENG

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EDUCATION

UNIVERSITY OF WASHINGTON

Master's in Human-Computer Interaction + Design; GPA 4.0

Sept 2025 - Aug 2026

COURSERA

Google UX Design Certificate

July 2023 - Nov 2023

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. in Psychology, B.A. in Legal Studies; GPA 3.9

Aug 2019 - May 2023

RELEVANT EXPERIENCE

LARK

UX Researcher

Seattle, WA

Sept. 2025 - Present

- Designing in a team of four to craft an accessible mobile experience for birders with visual impairments as part of the *Usability and User Research* MHCI+D course at the University of Washington.

CARROT

Sole UX Designer

Los Angeles, CA

Feb. 2024 - May 2024

- Prototyped a mobile app to help individuals with visual impairments navigate recipes, streamlining the home cooking process through speech recognition AI and an intuitive step-by-step user flow developed in Figma.
- Conducted user research through virtual and in-person interviews to garner usability insights to iterate on early design concepts, resulting in a 30% NPS increase.

LEADERSHIP EXPERIENCE

SAGE MENTORSHIP

Vice President, Sylvia Mendez Elementary Liaison

Berkeley, CA

Dec. 2020 - May 2023

- Organized and taught a unique 12-week curriculum as Head Facilitator of a DeCal course, educating college students on the values and long-term impacts of mentorship, as well as systemic issues in education.
- Spearheaded new virtual mentorship initiatives and interactive activity programs at Sylvia Mendez Elementary to revitalize mentor-mentee engagement and overcome COVID-19 remote learning barriers.

UNDERGRADUATE RESEARCH APPRENTICE PROGRAM

Research Team Lead

Berkeley, CA

Jan. 2021 - June 2022

- Facilitated cross-university collaboration through biweekly team meetings and async peer-review systems on Slack, improving communication and research synthesization across teams.
- Analyzed user data for the "Self-Love in the Context of Alcohol and Other Drug Recovery on Instagram" study, conducting annotation and content analysis on 2,500+ Instagram and Twitter posts.

PAPER CRANE

Build & Budget Committee

Berkeley, CA

Jan. 2020 - Dec. 2022

- Planned and assembled sanitized art therapy kits for the UCSF Benioff Children's Hospital to empower creative expression and provide emotional relief for hospitalized youth.
- Optimized cross-team workflows by implementing structured feedback sessions and design sprints to improve efficiency, alignment, and teamwork.

SKILLS

Design Skills: Interface Design, User Research, Personas, Journey Maps, A/B Testing, Branding, Prototyping, Wireframing, Design Thinking, Usability Testing, Sketching, Storyboarding, Design Communication