

Angelika Cheng

Lead Product Designer | AI-Native & Adaptive Interfaces (Mobile, Web, XR)

[LinkedIn](#) • [Portfolio](#)

SUMMARY

Lead Product Designer with 6 1/2 years of experience specializing in AI-integrated systems, spatial computing (AR/XR), and high-fidelity interaction design and prototyping. Built AR experiences at Disney (Top 10 lens engagement), shipped mobile health products, including a conversational AI coach that replaced complex menus with real-time, voice-first guidance.

EXPERIENCE

LUNAFIT (*Adaptive AI Trainer: Health & Fitness Mobile App - iOS and Android*)

Jan '24 — Present Orlando, FL

Lead Product Designer

- **Led end-to-end product design for LunaFit's core experiences:** Nutrition, Fitness, Sleep, Hydration, and Steps, creating scalable UX foundations that positioned the app for user growth, activation, and long-term engagement. Pioneered Agentic AI Systems: Engineered a conversational AI coach using Rive and state-driven micro-interactions, replacing complex menus with intuitive, voice-first guidance that reduced cognitive load and accelerated engineering iteration cycles.
- **Turned insights into action:** Conducted 1:1 interviews, surveys, and Playbook UX sessions; translated user behavior and feedback into product decisions that increased engagement and habit completion.
- **Optimized design system workflows:** Applying AI tools (Claude, Figma MCP Console) to build reusable components and evolve a scalable design system; working closely with engineering to maintain parity between design and production systems.
- **Simplified complex flows:** Designed mobile-first interactions that turned multi-step routines into intuitive journeys, improving onboarding clarity, motivation, and feedback loops.
- **Visual overhaul with impact:** Directed a full app redesign, creating a cohesive, gamified, and visually motivating experience aligned with user expectations.
- **Cross-functional orchestration:** Collaborated closely with ~30 stakeholders including product, engineering, and leadership to align research, roadmap priorities, and design execution.
- **Data-informed iteration:** Monitored Firebase, Google Analytics, and App Store Connect funnels, engagement time, downloads, usage to identify friction points; proposed UX optimizations to improve retention and feature adoption.

DISNEY (*Consumer-Facing AR & Photo/Video Experiences*)

Jun '22 — Dec '23 Orlando, FL

UX / Product Designer

- **Created magical experiences at scale:** Designed AR lenses and photo/video products that delighted thousands of guests across Walt Disney World, Disneyland, and Disney Cruise Line, with one AR lens ranking Top 10 in both creates and swipes at DLR.
- **Design system ownership:** Responsible for designing and leading a comprehensive UX design system Produced interaction framework and design guidelines for engineers to ensure consistent, intuitive interactions across the ecosystem.
- **Creative vision execution:** Crafted prototypes, storyboards, and UX flows with Figma and Adobe Suite, collaborating closely with developers to ship interactive AR experiences.
- **Leadership:** Presented design to C-suite level and compliance solutions to cross-org stakeholders (Technology & Digital, Studios, Legal), ensuring brand fidelity and IP compliance.
- **Enhanced design workflows:** Introduced documentation and feedback loops that streamlined iteration and strengthened cross-disciplinary collaboration.

PLANT ST. STUDIOS (*Brand & Visual Design*)
Sr. Graphic Designer

Jan '21 — May '22 Orlando, FL

- **Built brand stories that stick:** Developed logos, color palettes, typography, and imagery for NBC Sports, AdventHealth, Colibri, Sierra Space, creating visual consistency across digital and print channels.
- **Translated strategy into UX:** Produced wireframes and layouts using Figma/Adobe XD, integrating user-centered thinking into brand design

BLUE SKY EXP (*Website Redesign*)
Lead UX Designer / Web Developer

Jun '21 — Dec '21 Orlando, FL

- **Revitalized a website experience:** Conducted research, testing, and competitor analysis to redesign mobile and desktop flows, improving performance, usability, and CMS efficiency.
- **Elevated user interaction:** Built high-fidelity prototypes with motion and interactive detail, reducing friction and improving engagement.

ANGELIKA CHENG FREELANCE (*Multi-Industry Clients*)
Product Designer / Web Developer

Oct '19 — Present Orlando, FL

- **Built products that scale:** Delivered responsive websites, e-commerce, and interactive experiences for clients in fitness, photography, music, and entertainment, with Webflow templates achieving 20.6K views and 1.5K downloads.
- **Translated client needs into experience design:** Conducted UX flows, prototypes, and competitor research; optimized mobile-first user journeys to maximize engagement and lead conversion.
- **Managed projects end-to-end:** Scoped work, coordinated timelines, and mentored junior designers/freelancers to deliver polished, functional products consistently.

EDUCATION

**NUCAMP FULL STACK MOBILE APP AND WEB DEVELOPMENT
CODING BOOTCAMP**

Orlando, FL

Certifications: Front End Website & Mobile App Development

UNIVERSITY OF CENTRAL FLORIDA

Orlando, FL

*College of Engineering BSE - Computer Engineering (84 Credits Earned, 44 Credits
Towards Computer Engineering)*

Awards: Florida Academic Scholars Bright Futures Scholarship

SKILLS

CORE Mobile & Web UX, Interaction Design, Motion/Micro-interactions, Design Systems, Research, Gamification, Systems Thinking, Prototyping, UX Writing (light), Rapid Iteration, Storytelling, Stakeholder Communication

STRATEGY Playbook UX, Firebase Analytics, Google Analytics, App Store Connect, JIRA, Asana

DESIGN Figma (Figma MCP), Rive, Adobe Creative Suite, Webflow, Paper.dev

PROTOTYPING Cursor, Claude Code, GitHub, Vercel, Supabase, HTML/CSS/JS