

Evelyn

I-Ching Cheng

Product Designer

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Education

UX Academy

DesignLab · NY

Intensive design program with
a focus on UX/UI design
2021- 2022

MPS

LIM College · NY

Merchandising & Retail
Management

BFA

School of Art Institute of
Chicago · IL

Fashion Design

Design Skills

User Research

Wireframe

Usability Testing

Design System

Competitive Analysis

Illustration

Softwares

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Design Experience

Freelance UX/UI Designer · 07/2021- Present

Responsive Website Revamp and Rebrand

- Collaborated with a local restaurant and revamped its website to streamline online ordering flow to increase efficiency and visibility to younger customers.

Venmo · Repeated Transaction Feature

- Through user validation from research and empathy, I added a new feature of recurring payments and requests to Venmo's iOS mobile app.

- Using different design methodologies to define problems and ideate user flows, information architecture, UI components, and hi-fi wireframes.

PetPals · End-to-End Pet Exclusive Social Media iOS App

- Conceptualized a pet-exclusive social media to create an inclusive community for pet owners to connect. Design from user research to prototype.

Previous Experience

Ralph Lauren · 06/2019- 11/2020 · 06/2022- 12/2022

Associate Designer · Designer

- Translated design ideas into visualization and appealing graphics for presentations and design meetings.

- Led design handoffs 8+ times annually to present design direction and deliver design components with cross-functional partners.

- Collaborated with cross-functional teams to balance user needs and brand identity.

- Oversaw design components and collaborated with product developers for design comments for revisions and approvals.

- Increased customer satisfaction in EMEA and North American regions, proven by sales increase of 20% and overachieved sales goal of the quarter.

Dah.Dah · 01/2021- 03/2022

Freelance Designer

- Curated styles in 2023 lines to meet APAC market needs and created timeless and high-quality styles to align with the brand message.

- Led and researched childrenswear current trends, competitive analysis, and concept direction for the new lines.

- Active communication with the founder to present concepts, seasonal styles, graphics, and prints.

Orange International Inc · 10/2018- 06/2019

Associate Designer

- Designed seasonal lines and collaborated with designers, technical designers, and production teams to meet deliveries.

- Ensured style fit and design details are met with design proposals.