



Sarah Cheung

USER RESEARCHER & UI/UX DESIGNER

✉ sarahcheung173@gmail.com 🌐 www.sarah-cheung.com 📄 sarah-c-cheung

SKILLS

Research

Usability Testing
User Interviews
Field Studies
Ethnography
Surveys
UX Mapping
Personas
Heuristic Evaluations
Competitive Reviews

Tools

Figma
Sketch
Mural
Miro
Qualtrics
Maze

Languages

C++
Java
Python
SQL
JavaScript
HTML
CSS

EDUCATION

M.S. in Human Factors in Information Design

📖 Bentley University 🎓 Dec 2022

B.S. in Computer Science

📖 University of Southern California 🎓 May 2021

EXPERIENCE

UX Research Intern

📄 Coinbase

📅 Jun 2022 – Aug 2022

- Defined 25+ guidelines for Coinbase's Design System based on qualitative research into how assistive technology users interact with data visualizations, addressing critical accessibility issues identified in an audit
- Achieved 40% increase in research recruitment success for Web3 development projects through the design of effective screener questions that accurately identify qualified candidates
- Influenced product and design decisions for Coinbase's staking rewards dashboard by conducting moderated usability tests and presenting key findings to cross-functional teams (Product, Design, Engineering, Legal, and HR)

UX Research Intern

📄 Amazon

📅 May 2021 – Aug 2021

- Drove strategic development of Alexa Conversations Description Language by leading generative research on Alexa skill builders through observational interviews to identify key user needs and pain points
- Facilitated a cross-functional workshop with Product senior leadership to reprioritize the product map based on user feedback, business goals, and opportunities

Software Developer Intern

📄 Expedia Group

📅 Jun 2020 – Aug 2020

- Implemented an opt-in/-out feature for Vrbo's New Listing Discount Program on iOS and Android platforms using Swift and Kotlin
- Accomplished a 25% uplift in new listings with bookings within the first 30 days through the first merchandised partner-supplied promotion on Vrbo brand sites

Art & Media Pipeline Developer Intern

📄 Walt Disney Imagineering

📅 Jan 2020 – Apr 2020

- Enhanced productivity by streamlining 3D content creation for designers with the development of digital pipeline tools and VR theme park visualizations in Unreal Engine 4
- Optimized documentation process of internal developer tools by building an auto-documentation tool in Python

Mobile Engineer Intern

📄 PayPal

📅 May 2019 – Aug 2019

- Enabled seamless integration and precise control of access to various features for both internal applications and SDKs with the development and implementation of a proof-of-concept Access Control SDK in Kotlin
- Enhanced user tracking and monitoring capabilities through successful incorporation of analytics SDKs (Amplitude, Braze, FPTI) into the PayPal Business app, improving data-driven decision-making

Gameplay Engineer Intern

📄 Sanzaru Games

📅 May 2018 – Aug 2018

- Implemented gameplay mechanics and AI behavior for 4 levels of a platform video game in C++ and Blueprints
- Integrated UI animations per specifications of level designers and existing code infrastructure

PROJECTS

Food Ordering Survey

📄 Survey research

📅 Sep 2022 – Dec 2022

- Investigated the impact of different food ordering methods on user satisfaction and preference with a literature review and survey research, distributing a Qualtrics survey to 30+ participants
- Developed personas to capture the behaviors, aptitudes, attitudes, and emotions behind travel engagement and purchase behaviors

eVisit

📄 Virtual healthcare platform, sponsored by eVisit

📅 Jan 2022 – May 2022

- Identified opportunities for UI improvement and areas of user friction with the eVisit Core platform by conducting heuristic reviews (individual and group) and usability tests
- Guided design decisions by conducting competitor analysis, persona development, empathy mapping, journey mapping, and usability tests

MITRE Innovation Toolkit

📄 Website redesign, sponsored by MITRE

📅 Sep 2021 – Dec 2021

- Enabled remote multi-user real-time collaboration and promoted innovation across teams by redesigning the MITRE Innovation Toolkit website using Figma
- Guided design decisions by conducting competitor analysis, persona development, empathy mapping, journey mapping, and usability tests

Personal Health Record

📄 iOS app

📅 Sep 2021 – Dec 2021

- Led the design process of a personal health record iOS app for patients, involving the creation of sketches, wireframes, high-fidelity prototypes, and a comprehensive style guide using Figma
- Improved user experience of the app through usability testing of prototypes, leveraging Maze analytics to gather valuable insights for iterative refining the design

Empath

📄 UE4, Oculus VR, First-Person Shooter (FPS) & Role-Playing Game (RPG)

📅 Jan 2018 – May 2018

- Facilitated biweekly playtests with players to evaluate gameplay mechanics, user interface, and overall user experience, implementing solutions for identified pain points and common areas of frustration
- Designed levels and implemented motion-activated spells with HTC Vive controllers using C++ and Blueprints