



YOYU (YOYO)

CHENG

SENIOR UX/UI DESIGNER

CONTACT



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EDUCATION

B.A. in Art Practice

University of California, Berkeley
Dean's Honors List

Wix 2025: Level 2 Intermediate Certified

SEO Course 2025:
Complete AI SEO Masterclass

PMP Certification Exam Prep Course
(expected July 2025)

SKILLS

Design Tools: Figma, Adobe CC, Illustrator

Development Tools: HTML/CSS, WordPress

Research & Strategy: Wireframing, IA Mapping,
A/B Testing, Content Strategy

Soft Skills: Collaboration, Stakeholder
Communication, Detail Orientation

Languages: English & Mandarin (bilingual)

PROFESSIONAL SUMMARY

Senior UX/UI designer with 10+ years of experience designing scalable, user-first digital experiences across D2C, hospitality, and SaaS platforms. Skilled at translating product goals into intuitive, high-converting interfaces.

Specialized in:

- Data-informed UI systems that improve engagement
- Multi-platform redesigns (web & mobile) from discovery to handoff
- Clear communication and collaboration with developers and stakeholders

PROFESSIONAL EXPERIENCE

Senior Web Designer

Sync Design Inc | Fremont, CA

Nov 2016 - Apr 2025

- Led complete redesigns for high-profile websites, including 2-star Michelin restaurants, luxury hotels, and multi-platform eCommerce brands
- Built conversion-optimized booking flows informed by analytics and reservation data (Google Analytics, Tock, OpenTable)
- Designed scalable UI systems and documented reusable components using Figma libraries
Drove end-to-end project management, collaborating with cross-functional teams for smooth dev handoff and QA execution
- Supported integrated marketing campaigns, including branded on-site assets, email templates, and seasonal promotions

UX/UI Designer – Contractor

TapInfluence | Mountain View, CA

Apr 2016 - Jul 2016

- Redesigned influencer search and filtering interface for internal marketing team
- Improved user flow clarity and visual hierarchy for faster content discovery
- Delivered responsive mockups with interaction specs for engineering team

UX/UI Design Intern

YogaTailor | Mountain View, CA

Jan 2015 - Jan 2016

- Contributed to the design of iOS and Android yoga app
- Created onboarding flow and class browsing interface
- Assisted with visual asset production and A/B testing support

Other Professional Experience

Sales & Client-Facing Roles — Cartier, Miu Miu, ASUS

Jun 2011 - Aug 2016

Developed client communication, merchandising insight, and operational discipline—foundations that continue to support my UX work today.