

Anna Cheng

Lead UX Product Designer

Focused on creating meaningful experiences through design. Leveraged 28 years of product design experience building end-to-end products and providing business strategies and solutions for B2B and B2C in over 50 industries.

Contact

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Denver, CO

Skills

UX/UI design
User research
Usability testing
Team leadership
Figma
Sketch
Adobe
InVision
OmniGraffle
Zeplin
HTML
JavaScript
React
Bootstrap
Salesforce
Pega
Confluence

Experience

META

LEAD PRODUCT DESIGNER

January 2024 – April 2024

- Created a new safety enterprise product using Figma.
- Lead design demos with business and engineering.
- Redesigned 3 safety products using Meta design systems.

BANK OF AMERICA

LEAD UX/UI DESIGNER

April 2023 – January 2024

- Designed and presented feature sessions for client products using Sketch and InVision.
- Created new prototypes using the Helix design library.

PHOENIX TECHNOLOGIES

VP PRODUCT DESIGN AND DEVELOPMENT

April 2022 – April 2023

- Designed and launched a new cyber security product found in all Lenova computers and endpoints.
- Created and lead the entire product design team.

BRESATECH

LEAD UX/UI PRODUCT DESIGNER

October 2018 – April 2022

- Lead user experience design for the State of Vermont; working directly with the Secretary of State and Director of State for the Office of Professional Regulations.
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Education

RYERSON UNIVERSITY

Computer science
Communications

- Developed research and discovery, personas, new branding, sitemaps, wireframes, and prototypes for the Pega platform using Figma and Adobe XD.
- Completed quantitative data research and UX designs for clients in the healthcare, fintech, aviation, and education industry.
- Clients included State of Vermont, Florida, Texas, Private Health

NEUDESIC

LEAD UX/UI PRODUCT DESIGNER

September 2015 – October 2018

- Designed products, portals, web sites, and mobile apps in Figma, Sketch, and Adobe XD.
- Developed and presented personas, wireframes, sitemaps, and prototypes to executives, engineers, and stakeholders.
- Lead offshore teams in design and development.
- Clients included Denver Health, UC Health, and Ring Cameras.

GE AVIATION

DIRECTOR OF UX AND PRODUCT DESIGNER

September 2014 – September 2015

- Designed strategies for a first-to-market application tracking parts of an aircraft and the crew for international airlines.
- Developed and managed the UX design team; lead all front-end product design.
- Gathered requirements and scope and designed prototypes.
- Tested live with Southwest Airlines and sold the application to international airlines.

DELL

LEAD UX DESIGNER

August 2012 – September 2014

- Worked closely with the sales and marketing teams, created usability testing, competitive marketing analysis, wireframes, and prototypes for presentations using Adobe XD.
- Clients included Nordstrom, Crate and Barrel, Reebok, Vera Bradley.

DFW INTERNATIONAL AIRPORT

SENIOR UX/UI DESIGNER

August 2011 – August 2012

- Lead salesforce intranet redesign creating wireframes and mockups using Adobe XD.
- Updated and maintained CMS and rebranded the airport.
- Created the UX designs for all the 8-foot-tall touch screens.

CW33 KDAF-TV TRIBUNE BROADCASTING

SENIOR UX DESIGNER AND WEB OWNER

May 2007 – August 2011

- First web owner in Chicago Tribune, created the first monetized web department nationwide.
- Trained all web departments for all Tribune Broadcasting stations across the nation and mentored 45 interns.