

Kara Cheng

User Experience (UX) Designer

PROJECTS

UX Designer | Capstone Project | BrainStation

DEC 2023 - FEB 2024

- Conceptualized, designed, and developed “Bridgit,” an app focused on enhancing digital literacy among senior users, utilizing UX methodologies from problem space identification to user research & testing to wireframing.
- Leveraged user-centered design principles, an Atomic Design System, and brand development strategies to create a functional prototype catered to the needs of senior users.

UX Designer | Industry Hackathon | Royal Caribbean x BrainStation

JAN 2024

- Collaborated in a 24-hour hackathon to enhance Royal Caribbean’s digital experience for “new-to-cruise” customers, contributing to a personalized quiz for cruise recommendations within a cross-functional team.
- Applied UX methodologies, including proto-persona creation and user journey mapping, to deliver a hi-fi design solution aligned with Royal Caribbean’s brand identity.

EXPERIENCE

Project Manager, Nissan & Infiniti | Critical Mass

FEB 2023 - PRESENT, LOS ANGELES, CA

- Oversee Nissan USA/Canada and Infiniti USA projects, including site maintenance, optimizations, vehicle releases, and component enhancements.
- Led 10+ web projects involving a team of strategists, visual designers, content analysts, UX/UI experts, SEO and MKS specialists, and developers with budgets from \$5,000 - \$350,000.
- Spearheaded a comprehensive site redesign collaborating with leads from multiple disciplines to formulate a strategic brief and client-approved UX wireframes.

Project Manager, Apple Performance Marketing | Critical Mass

MAY 2022 - FEB 2023, LOS ANGELES, CA

- Managed end-to-end production for 8+ dynamic ad campaigns spanning 12+ global markets.
- Led an Agile team to deliver 50 - 500+ static and motion assets per campaign across platforms including TikTok, Snapchat, and Apple News amid competing priorities and shifting timelines.
- Collaborated with internal and external agencies to ensure alignment with creative briefs, design playbooks, and client requirements.

CONTACT

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SKILLS

Knowledge: User Research, Persona Creation, User Journey Mapping, User Stories, Task Flow, Sketching and Ideation, Wireframing, Prototyping, Usability Testing, Information Architecture, Visual Design, Heuristic Evaluation, UI Design, Atomic Design System, Brand Development, Content Writing

Tools: Figma, Adobe Photoshop, Adobe Lightroom, Adobe Acrobat, Jira, Confluence, Microsoft Suite, Google Workspace

PROFILE

With 5+ years in program/project management, my transition to UX blends project management expertise with a fresh, design-focused perspective. I’m excited to contribute my diverse skills to create impactful, human-centered solutions in an ever-evolving UX landscape. I approach each project with an infectious ‘hit-the-ground running’ attitude. Success is getting the job done, done well, and done together.

EDUCATION

BrainStation

Diploma, UX Design

Nov 2023 - Feb 2024

UCLA

Bachelors in Fine Arts

Sept 2012 - June 2015