

Kara Cheng

User Experience (UX) Designer

PROJECTS

UX Designer | Nissan & INFINITI Store | Critical Mass

AUGUST 2024 - PRESENT

- Drive UX strategy for the new Nissan and INFINITI stores by crafting user flows for purchasing products and services on NissanUSA.com and InfinitiUSA.com.
- Leverage Figma to create wireframes and prototypes that follow brand guidelines, ensuring a seamless, user-friendly experience from storefront to checkout.
- Collaborate cross-functionally with internal teams and vendor partners (e.g. Salesforce) to balance business objectives with a user-centered design approach.

UX Designer | [Bridgit App](#) | BrainStation

DEC 2023 - FEB 2024

- Conceptualized and designed “Bridgit,” an app aimed at improving digital literacy for seniors.
- Utilized UX methodologies such as user research, prototyping, and user testing to rapidly iterate concepts and refine designs.

UX Designer | “New-To-Cruise” | Royal Caribbean x BrainStation

JAN 2024

- Partnered with software engineers and data scientists to enhance Royal Caribbean’s digital experience for “new-to-cruise” customers.
- Designed and delivered a personalized quiz featuring dynamically tailored cruise recommendations to elevate new user engagement and retention.

EXPERIENCE

Project Manager, Nissan & INFINITI | Critical Mass

FEB 2023 - PRESENT, LOS ANGELES, CA

- Manage UX design and site optimization projects across Nissan USA, Nissan Canada, INFINITI USA, and INFINITI Canada, including site maintenance, redesigns, and A/B testing.
- Direct efforts across multidisciplinary teams, including strategists, designers, SEO specialists, marketing scientists, and developers to ensure user-centered outcomes on 10+ projects with budgets ranging from \$5,000 - \$750,000.

Project Manager, Apple Performance Marketing | Critical Mass

MAY 2022 - FEB 2023, LOS ANGELES, CA

- Managed end-to-end production for 8+ dynamic ad campaigns across 12+ global markets to ensure successful launch amid competing priorities and rapidly shifting timelines.
- Led an 8-person Agile team to deliver 50 - 500+ static and motion assets per campaign across platforms (e.g. TikTok, Snapchat, Apple News) in alignment with creative briefs.

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, A/B Testing, Information Architecture, Visual Design, Heuristic Evaluation, UI Design, Atomic Design System, Brand Development, Content Writing, Project Management

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

PROFILE

With 5+ years of program/project management expertise, I bring a unique blend of strategic planning with UX design expertise to create impactful, user-centered solutions. My transition into UX has honed my ability to craft seamless experiences while maintaining a strong focus on business goals. I thrive in fast-paced environments and bring a ‘hit-the-ground running’ attitude to every project and a passion for collaboration.

EDUCATION

BrainStation

Diploma, UX Design

Nov 2023 - Feb 2024

UCLA

Bachelors in Fine Arts

Sept 2012 - June 2015