

MELISSA CHEUNG

U X D E S I G N E R

KEY EXPERTISE

- Design Thinking
- User Research
- Problem Solving
- Project Management
- Stakeholder Management
- Strong Communication

GET IN CONTACT

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 Melbourne, Victoria

The success of any organisation is due to its people, and I combine empathy, emotional intelligence, pragmatism, and transparency for implementing impactful and engaging people strategies. I am a highly organised and hardworking professional who has built up a myriad of skills and abilities in various sectors. Using both my creativity and my eye for detail I have managed a range of projects from conception to completion. I am both proactive and strategic in my approach and use exceptional communication skills in my leadership to build productive and fruitful relationships enabling teams to pull together and deliver on our goals. I am committed to learning, developing, and motivating those around me to meet their full potential.

SKILLS AND EXPERIENCE

For more details, please refer to my accompanying portfolio on www.melcheung.com

MECCA BRANDS - UX DESIGNER

April 2023 - Present

- Innovatively designed a biometrics login feature for mobile app, seamlessly integrating facial recognition and fingerprint scanning, to elevate the customer experience through secure, user-friendly authentication.
- Designed a loyalty card feature, allowing users to effortlessly add and manage their cards in Apple and Google Wallets, enhancing convenience and elevating the overall user experience.

EDUCATION EXCELLENCE ACADEMY XI - UX DESIGNER

November 2022 - December 2022

- Worked as a part of a team to design and deliver a website and online portal to assist year 10 students in accessing a variety of learning experiences that explore career opportunities and practical life skills. We received amazing feedback from the client and target audience.
- Developed interactive prototypes on Figma by using design guidelines, best practices, and standards.

EBONFX ACADEMY XI - UX DESIGNER

September 2022 - November 2022

- Successfully led a team of 25, redesigning a refreshed sign-up journey, user portal, and website that the client has now developed. See the developed website here <https://www.ebonfx.com/>.
- Proactively led a small team of designers to complete user research through surveys and 1:1 interviews with key stakeholders.

ICN VICTORIA - POLICY ANALYST & UX DESIGNER

January 2020 - November 2022

- Improved the overall design of the Local Industry Development Plan website by making informed user-focused changes by helping users have a fair and equal opportunity in winning Government procurement work and finding value in it.
- Created a new process for handling customer complaints resulting in an 80% increase in customer satisfaction within 6 months of implementation.

DELOITTE CONSULTING AUSTRALIA - OPERATIONS CONSULTANT

March 2020 - December 2020

- Designed and created the Sales and Pursuits self-service hub on SharePoint. This transformed the way our team engaged and worked with the business. I received exceptional feedback from managers to partners on the ease of navigating and finding the required content. As a result, statistics showed an increase of 300% of users, on average, per week to our team site.
- Organised a successful National Consulting Partner Principal conference for 300 delegates and created a seamless experience despite the last-minute changes from a physical three-day conference to a completely virtual online experience. A positive outcome was that more partners were able to attend.

EDUCATION

ACADEMY XI

- UX UI Transform course, 2022
- Product Management, 2023
- Service Design, 2023

MONASH UNIVERSITY

Bachelor of Science with Honours, 2015
Majored in Physiology and Psychology

OTHER SKILLS

ICN VICTORIA - 2022

- Report writing
- Presentation skills

DELOITTE ACADEMY - 2020

- Structured Problem Solving
- Communicating with Confidence
- Critical Conversations
- Business writing