

## Skills

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### User Research

- Competitive Analysis
- User Surveys and Interviews
- Data Analysis
- User Personas
- Journey Mapping
- Usability Testing
- A/B and Preference Testing

### Design

- Task Analysis and User Flows
- Information Architecture
- Sketching
- Wireframes and Mockups
- Prototypes
- User Interface and Interaction Design
- Product Design
- Visual Design
- Style Guides
- Branding
- Graphic Design

### Collaboration

- Project Management
- Design Critiques
- Detail-oriented
- Flexible
- Problem Solving

## Tools

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- Figma, FigJam, Adobe XD, Sketch, Axure, Balsamiq, InVision, Zeplin, Notion, Mural, Optimal Workshop
- **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Acrobat Pro
- **Microsoft Office:** Outlook, Word, PowerPoint, Excel
- HTML / CSS
- **Collaboration:** Asana, Jira, Slack, Smartsheet, Teams, Trello, Zoom

## Profile

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Product designer with a strong background in UX/UI and visual design. Skilled in translating user research and business goals into accessible, scalable, and visually intuitive digital experiences. Known for collaborating cross-functionally, improving design systems, and delivering user-centered solutions that support enterprise-scale health products.

## Experience

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### UI/Product Designer

2022 – PRESENT

Sharp HealthCare | San Diego, CA

- Led the UI design and migration of the Foundation's ENVISION site to Contentful, resolving design and accessibility issues to deliver a scalable, donor-centered digital experience aligned with Sharp's brand.
- Optimized Figma design system components by introducing customizable properties, improving design efficiency for the design team and enabling faster, more consistent UI iterations across Sharp's web ecosystem.
- Directed the UI design of a multi-index search experience, consolidating Find a Doctor, Locations, and general site search into one intuitive user flow that improved navigation and patient satisfaction.
- Redesigned billing pages and user flows for the Epic transition, conducting usability testing with prototypes to identify and fix user pain points, improving task completion and patient experience.
- Refreshed Sharp's 2019 digital personas using qualitative and quantitative data, adding accessibility and tech usage traits to reflect current user needs and support cross-functional design and product decisions.

### Graphic Design Specialist – Contractor

2020 – 2024

IES, Inc. | San Diego, CA

- Led visual storytelling and proposed mobile engagement solutions using user insights from employee interviews.
- Delivered branded design assets for internal campaigns at a Fortune 500 technology company.

### Senior Graphic Designer

2013 – 2020

Leidos Health (acquired by ettain group in 2020) | San Diego, CA

- Directed creative for website rebuild, increasing marketing-qualified leads and engagement.
- Developed UI for tablet trade show app and improved email campaign performance using A/B testing.
- Collaborated with developers, stakeholders, and external vendors to execute brand-aligned visuals.

## Education

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### CareerFoundry

San Diego, CA | 2020 – 2021

*Certificate: UX Design Program*

*Specialization: UI Design*

### University of California, San Diego

San Diego, CA | 2003

B.A., Interdisciplinary Computing in the Arts and Music (ICAM)

## UX/UI Projects

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### UI Designer

2021

**Trana App** | Custom, at-home fitness web app

- Goal of concept project was to design a responsive web app to motivate beginners and people returning to fitness into an exercise routine that suits their level, schedule, and interests.
- Translated user insights, executed fundamental principles of UI, and applied core aspects of visual design (color, typography, icons, imagery, and interactions) into a responsive design.
- Tools used: Pen and Paper, Balsamiq, Sketch, Adobe Illustrator, Adobe Photoshop, Framer, Zeplin, PowerPoint, Zoom
- **View Case Study:** [tiffanyching.com/trana-app](http://tiffanyching.com/trana-app)

### Lead UX/UI Designer

2020 – 2021

**Anglercast App** | Weather forecasts for safe fishing

- Goal of concept project was to create an app that provides beautiful and easy-to-understand weather and fishing conditions to fishing enthusiasts.
- Executed entire user-centered design process from research to delivery, while meeting WCAG and accessibility standards.
- Tools used: Pen and Paper, Adobe XD, Adobe Illustrator, PowerPoint, Optimal Workshop, Usability Hub, Miro, Zoom
- **View Case Study:** [tiffanyching.com/anglercast-app](http://tiffanyching.com/anglercast-app)