Tiffany Ching
UX/UI DESIGNER

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Skills

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

- Adobe XD, Sketch, Figma, Balsamiq, InVision, Framer, Zeplin
- **Adobe:** InDesign, Illustrator, Photoshop, Acrobat Pro
- Miro, Optimal Workshop, Usability Hub
- **Microsoft Office:** Outlook, Word, PowerPoint, Excel, Teams
- HTML / CSS
- Slack

Profile

Product (UX/UI) designer with experience in graphic design and branding. Driven by the challenge to make information, user experiences, and concepts as simple, engaging, and intuitive as possible for the audience. Excels at understanding users' needs and translating them into thoughtful and visually pleasing experiences.

Experience

Senior Graphic Designer – Contractor   2020 – PRESENT
IES, Inc. | San Diego, CA
- Contracted by staffing agency IES to work on a temporary basis as a remote senior graphic designer for Leidos, Inc., a FORTUNE 500 technology company.
- Successfully designed and delivered eight high-level executive presentations within a short time frame, which helped maintain tight conference schedule.
- Created a cohesive suite of printed brochures to promote and introduce new visitors to the company's multiple meeting facilities and amenities.

Senior Graphic Designer   2013 – 2020
Leidos Health (acquired by ettain group in 2020) | San Diego, CA
- Managed the design, development, and implementation of print and web assets for a healthcare IT consulting firm.
- Headed creative direction of company website rebuild into a responsive platform, which attracted a wider client-base, generated 120+ marketing-qualified leads and 2,000+ database contacts within first two quarters.
- Bolstered new business by transforming complex health concepts into visually appealing graphics for high-level presentations at company's Innovation Center.
- Maintained visual design of marketing and sales collateral and digital assets, while collaborating closely with internal stakeholders and outside vendors to meet company's brand requirements.
- Improved marketing email campaign open rates by conducting A/B testing research on subject lines.
- Designed and presented multiple design solutions to internal stakeholders to gather feedback.

Senior Graphic Designer   2010 – 2013
SAIC | San Diego, CA
- Self-managed the completion of multiple, large-scale, high-priority campaigns, on-time and on budget.
- Leveraged innate creative ability to design compelling marketing collateral for internal and external clients.

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Education

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)

Experience (continued)

Senior Graphic Designer (continued)   2010 – 2013
SAIC | San Diego, CA

- Influenced creation of corporate visual identity design system by collaborating with creative directors, writers, editors, and legal teams.
- Saved company thousands of dollars by designing handwritten font, eliminating need to pay for expensive usage rights.
- Awarded 3rd place for Best-in-Show at high-profile trade show for design of healthcare exhibit booth, which featured original headers, posters, factsheets, and PowerPoint presentations.

Projects

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.
- Executed fundamental principles of UI, core aspects of visual design (color, typography, icons, imagery, and interactions) and responsive design.
- Tools used: Pen and Paper, Balsamiq, Sketch, Adobe Illustrator, Adobe Photoshop, Framer, Zeplin, PowerPoint, Zoom
- **View Case Study:** 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 design thinking end-to-end 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