



Tiffany Ching

PRODUCT DESIGNER

Strategic Product Designer specializing in simplifying complex workflows and building design systems for accessible digital experiences. Combines UX research, data-driven decision-making, and thoughtful design to deliver solutions that genuinely serve users and drive measurable business impact. Known for getting to the root of problems, meticulous attention to detail, and seamless cross-functional collaboration.

EXPERIENCE

UI Designer, Sharp HealthCare

November 2022 – September 2025 / San Diego, CA (Remote)

- Led UX/UI design for multi-index unified search, partnering with UX and development architects to consolidate three search tools, increasing page views by 57%, re-ranking 300+ search terms, and driving conversions.
- Spearheaded design system evolution, developing scalable Figma components and governance practices that enabled 34% faster UI iterations across enterprise platforms.
- Led UX strategy and design for electronic health record (EHR) billing transition, creating dual-platform experience through user research and usability testing. Guided 785,000+ users through year-long migration, driving 37% payment volume growth.
- Migrated fundraising site to new CMS in 2 months, solving critical accessibility and responsive design issues while creating comprehensive design system to support scalable growth.
- Partnered cross-functionally to refresh digital personas using user research and market data, integrating technology usage and accessibility considerations to guide strategic design decisions and inform team priorities.
- Integrated AI-powered design tools (Figma Make) into workflow to rapidly generate wireframe concepts, accelerating design exploration and enabling faster stakeholder alignment on strategic direction.

Graphic Design Specialist, IES, Inc. (Contractor)

November 2020 – April 2024 / San Diego, CA

- Contracted to Fortune 500 technology company to design branded visual assets, research-driven mobile engagement solutions, and cohesive digital/print campaigns.

Senior Graphic Designer, Leidos Health

January 2013 – March 2020 / San Diego, CA (Remote)

- Directed creative strategy for responsive website rebuild and tablet app UI, driving 120+ marketing-qualified leads within first two quarters through user-focused design.
- Optimized email campaign performance using A/B testing to enhance usability and conversion metrics across audience segments.

 tiffanyching.com

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EDUCATION

CareerFoundry

UX/UI Design Program

UCSD

BA, Interdisciplinary

Computing in Arts and Music

SKILLS

Product Design

User Experience (UX)

User Interface (UI)

Design Systems

User Research

Usability Testing

Information Architecture

Wireframing & Prototyping

Interaction Design

Accessibility (WCAG)

Design Thinking

Cross-functional Collaboration

Agile/Scrum

TOOLS

Figma

Adobe Creative Suite

FigJam

Notion

Jira

Storybook

HTML/CSS

Axe, Stark