Yuki Cheng

UI/UX Designer

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EXPERIENCE 職歴

WWJ Corp.   UI/UX Designer

Tokyo / 2023.12 -

WeWork Japan (SoftBank JV) – Flexible coworking solutions for startups, freelancers, and enterprises

✳ **Sole UI/UX designer spearheading the 0-to-1 redesign** of WWJ's nationwide app (desktop & mobile) tailored for the Japanese market, supporting **46,000+ users nationwide**.
  - Conducted user research and internal usability testing, identifying key pain points in booking and check-in flows.
  - Built a scalable design system from scratch, defining design tokens and reusable components to ensure long-term consistency.
  - Delivered an end-to-end transformation, significantly improving usability and visual coherence across platforms, with rollout planned for Feb 2026

✳ Collaborated with **the marketing team** on **official website** optimization initiatives, including landing page design and UX improvements informed by analytics and competitive analysis, with recommendations aimed at improving navigation and conversion.

SXWL.ai   Freelance UI/UX Designer

Remote / 2025.08 -

✳ Designed Intellimate, an AI companion app powered by **LLM-based conversational AI**, now launched on **Google Play (North America, Android).**

✳ Collaborating with PdM and AI engineer to craft **social and companion-focused user experiences**, blending LLM-driven interactions with playful design

ByteDance (TikTok's parent company)   UI/UX Designer

Beijing / 2021.3 - 2022.10

✳ Co-led the **0-to-1 design** of 3 internal platforms, improving operational efficiency and achieving a **4.3/5 user satisfaction** score within 3 months.

✳ Spearheaded shared design components adopted by **20+ internal teams**, standardizing UX across content security products.

✳ Redesigned homepage and landing page for OWLS platform, driving a **45.49%** increase in daily new users.

Albee   UI/UX Designer

Beijing / 2020.11 - 2021.3

AI startup delivering intelligent solutions to digitize the physical world

✳ **Sole designer** in the department, responsible for 0-to-1 product design of internal tools and a full redesign of the company's internal portal, enhancing usability and operational efficiency.

SUMMARY 職務要約

UI/UX designer specializing in 0-to-1 product launches and large-scale redesigns, with proven experience independently leading the nationwide rollout of digital platforms in Japan. Expert in scalable design systems and cross-cultural UX, fluent in English, Japanese, and Mandarin. Seeking to drive impactful design in Japan's leading tech companies.

EDUCATION 学歴

Carnegie Mellon University

M.E.T. Entertainment Technology

Pittsburgh / 2018.8 - 2020.5

Beijing University of Technology

B.E. Industrial Design

Beijing / 2014.9 – 2018.7

SKILLS スキル

Design skills

Wireframing · Prototyping · Design Systems
User Research · Affinity Mapping
User Flows · Personas

Core Tools

Figma · Sketch · XD · Zeplin · InVision

Additional

InDesign · Illustrator · Spline · Principle
Imovie · Final Cut Pro · Logic Pro · Heavy M

Language

English: Fluent (Business, TOEIC 865)

Japanese: Fluent (Business, JLPT N1)

Mandarin (Native)