

# CHERYL CHUNG

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## SUMMARY

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- Upcoming web professional with a background in scientific research
- Innovative problem solver, expertise in dissecting problems, analyzing data & merging ideas

## EXPERIENCE

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### 2010: UX Analyst– FCV

Vancouver, BC

FCV is a leading interactive and digital marketing agency in Downtown Vancouver. They are a winner of the BCTIA's Technology Impact Awards 2010.

#### Responsibilities

- Website usability assessment: expert reviews, usability testing
- Information architecture: content audits, card sorts, concept maps, sitemaps, wireframes
- Research reports: competitive analysis, environment scans, market and user research
- Web analytics: Google analytics and keywords analysis
- Technical writing: created CMS user manuals

#### Achievements

- Worked on 12 projects during my four and a half-month summer work contract.
- Produced a 67-page usability report after conducting remote moderated and un-moderated usability testing with US and UK participants on the Canadian Tourism Commission Meetings Conventions and Incentive Travel website.
- Acted as the information architect and produced concept map, sitemap and wireframes for the League of Kickass Business People website redesign.

### 2009- 2010: Freelance web design & development – NNBox.ca

Vancouver, BC

NNBox is my freelance web design & development company.

#### Responsibilities

- Met with clients to discuss website objectives, scope and progress
- Website information architecture
- Website design, redesign and development
- Converted Photoshop mockups into WordPress websites

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## Achievements

- Developed a WordPress site, all-cities.com on time and on budget. The client was so happy that he commissioned a second site: purpleorangesilver.com.
- Personally brought about a complete website transformation for TherExcell.com. The site now ranks in 1st place on Google under TherExcell.

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## EDUCATION

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### Capilano University

North Vancouver, BC

Applied Arts Diploma (*in progress*)

*Sep 2009 – current*

In Interactive Design

### University of British Columbia

Vancouver, BC

Master of Science

*August 2009*

In Anaesthesiology, Pharmacology & Therapeutics

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## SKILLSET

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Information architecture, usability testing, data analysis, website design & development

Bilingual – fluent in English & Chinese

Proficient Software – Adobe Creative Suite, OmniGraffle, Visio, Morae, GraphPad Prism

Technologies – PHP / MySQL, HTML / CSS, JavaScript (jQuery), CMS (WordPress, Drupal)

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## AWARDS AND SCHOLARSHIPS

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Dean's Honour List (Capilano U)

*2009*

UBC Graduate Fellowship

*2008*

The Pacific Century Graduate Scholarship

*2008*

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## INTERESTS

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Science & technology, psychology, human interactions, badminton, fencing, casual gaming, science fiction & fantasy novels

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