

# Michelle Cheng

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## EDUCATION

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**National Cheng Kung University**  
*Bachelor of Science in Industrial Design* (GPA: 3.66/4.3)

Tainan, Taiwan  
Sep. 2016 - Jun. 2020

**University of British Columbia**  
Intensive four-week summer program

British Columbia, Canada  
Jul. 2018 - Aug. 2018

- Courses: *Digital Media in Arts Education* and *Learning Technologies and Creativity in the Digital Age*

**California Institute of the Arts** (Online Certificate)  
*Coursera: UI/UX Design Specialization*

Sep. 2020 - Nov. 2020

- Earned course certificates in *UX Design Fundamentals*, *Web Design: Strategy and Information Architecture*, and *Visual Elements of User Interface Design*

## WORK EXPERIENCE

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**Advantech Co., Ltd.**  
*UX-ID Early Design Intern*

Taipei, Taiwan  
Jul. 2019 - Aug. 2019

- Collaborated with marketing and design interns to explore conceptual applications/solutions of the LEO-S sensors and the AMIS-100 functional modules for the "IoT Dream Office Project"
- Conducted product analysis, user interviews, and went through user scenario workshops to create and optimize better experiences for future workers, visitors, etc.
- Proposed the concept of integrating chatbots into their demonstration rooms by delivering a complete user flow and a set of new modules for AMIS-100, and was highly valued by the mentors

**Hotshot Cello**  
*Graphic Design Freelance*

National Sun Yat-sen University  
Feb. 2018 - Aug. 2019

- Collaborated with performers and directors to develop the look & feel of concerts held by Hotshot Cello
- Design posters, program books, web graphics, and digital projection graphics for 5 different concerts

## LEADERSHIP EXPERIENCE

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**"2020" NCKU ID Graduation Thesis Exhibition**  
*Director of Public Relations*

National Cheng Kung University  
Sep. 2019 - Jun. 2020

- Outlined partnership plans and liaised with enterprises to source for sponsorships for the exhibition
- Interviewed a digital product designer at Begonia Design as content for publication on Medium

**2019 NCKU ID Summer & Winter Exhibition**  
*Exhibition Curator - Director of Spatial Planning*

National Cheng Kung University  
Sep. 2018 - Jun. 2019

- Lead a team of 5 to coordinate spatial arrangements of end-of-semester exhibitions held for the Industrial Design Department to provide better experience for visitors
- Consulted with other team directors to develop a theme and storyline for the exhibition
- Designed interactive installations including walls for visitor feedbacks, immersive experience rooms, etc.

**Student Association of NCKU ID**  
*Director of Teaching*

National Cheng Kung University  
Sep. 2018 - Jun. 2019

- Planned and held four extracurricular tutorial events for the department each semester, including tutorials for design softwares and crafting workshops
- Monitored and evaluated the teaching and learning materials through curriculum observation

## SELECTED PROJECTS

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**Foody Vibe | Undergraduate Thesis Project**

Sep. 2019 - Jun. 2020

- Explored information representation based on human perception research and user testing, and designed an interactive experience system that converts people's cooking habits/recipes to short corresponding melodies
- Nominated for the 7th Designsurfing Award (2020)

**Philips GC1440 Steam Iron Redesign | Industry-Academia Collaboration**

Sep. 2018 - Jan. 2019

- Collaborated with Chimei on redesigning the Philips GC1440 steam iron by applying the Lean Product Development method during the research/design process, and delivered a full working model
- Enhanced usability of the steam iron based on user research and usability testing, and results from the heat experiments were highly praised by Kimio Inagaki

## SKILLS

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**Design |** Contextual Inquiry, Storyboarding, Usability Testing, Wireframing, 3D Modeling, Concept Sketching

**Tools |** Adobe XD, Figma, Webflow, Illustrator, After Effects, Photoshop, Solidworks, Keyshot

**Development |** HTML5/CSS3, Python, JavaScript(Learning)