

Rex Cheng

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Dynamic and innovative professional with 8+ years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, and visual conceptualization. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

· Figma, Sketch, Miro, Invision, Zeplin, Adobe Creative Suite, AWS, HTML, CSS, JavaScript

Work Experience

UI/UX Designer

Freelance - Los Angeles, CA

April 2023 to Present

- Created user flows and design systems for multiple clients.
 - Worked closely with management and development for user-centered designs
 - Researched and conceptualized new marketing materials client needs
 - wireframes and did low fidelity mockups for website, mobile (IOS, Android)
- Environments: Sketch, Invision, Figma, Zeplin, HTML, CSS, Netlify, GitHub, Bootstrap.

Lead UI/UX Designer

Payforward LLC - Valencia, CA

October 2021 to March 2023

Product team to prototype, design and deliver the UI and UX experience with a lean design process: research, design, test, and iterate. Created user flows and designed systems for product and development team.

- Created user flows and design systems for the companies products
 - Assisted in Front-End Integration and functionality to B2C.
 - Wireframes and low fidelity mockups for website and applications
 - Emails for marketing campaigns
 - Worked closely with Development, Program Management, Marketing Research, and other teams to develop user-centered features.
 - Worked on mobile app (IOS, Android) for users in the Medical and E-Commerce space
 - Tracked users rewards through healthy living and medical check ups
 - Helped users find products they can buy in stores through their program
- Environments: Figma, Sketch, Invision, Zeplin, AWS, Airtable, HTML, CSS

UI/UX Designer

Freelance - Los Angeles, CA

April 2020 to October 2021

- Created user flows and design systems for multiple clients.
- Worked closely with management and development for user- centered designs
- Researched and conceptualized new marketing materials for e-commerce website
- wireframes and did low fidelity mockups for website
- Built Bootstrap website for client

Environments: Sketch, Invision, Figma, Zeplin, HTML, CSS, Netlify, GitHub, Bootstrap.

UI/UX Designer & Front-End Developer / Visual Designer

Independent Contractor Prospect Medical Holdings, Caloptima, BOND Agency, Siltanen and Partners - Los Angeles, CA

April 2018 to April 2020

- Prospect Medical Holdings (Apr 2020) – Rapid Prototype/Mock-ups/Wireframes for

POC Designer / UI /UX Designer / Visual Designer

DIRECTV (Bought out by AT&T) - El Segundo, CA

March 2015 to April 2018

- Created design sketches, flow diagrams, wireframes, rapid prototypes and mock-ups for TV, web and mobile (IOS, Android) for B2C products. This includes Comic Con, AFI, Twitch, and Spotify (Seen in Portfolio)
- Collaborate with teammates to create interactive proof-of-concept projects and user interface.
- Conducted research and documented accordingly.
- Digital file preparation to send to developers.
- Quick turnarounds for asset management for developer and QA
- Digital project management with teammates.
- Distributed work to each member of my team, helped and guidance, and mentored each employee to be better.

UX/UI Designer / Front-End Developer / Visual Designer

Independent Contractor - Los Angeles, CA

April 2012 to March 2015

- Worked for multiple clients as an independent contractor.
 - Translated prototypes, wireframes, and mock-ups into web applications.
 - Managed stylesheets.
 - Customized and skinned templates in Magento and WordPress
 - Flash/HTML animation, Email Development
 - NBC Universal (Diamond Web Services) - Converted PSD mock-ups into web applications and managed stylesheets (Seen in Portfolio)
 - Little Bean Sprout (Diamond Web Services) – Converted PSD mock-ups into e-commerce pages. Skinned pages in Magento
 - City of Pasadena – Did wireframe and mock-up redesign of website. Converted mock-ups to web applications
 - Kern Organization – Converted mock-ups to HTML, Email Development
- Environments: HTML, CSS, JavaScript, jQuery, Jason, Photoshop, Final Cut, Vagrant, Magento, WordPress, Virtual Box, Twitter Bootstrap, GitHub, Jira, Agile, Scrums, Online Scrums

Front-End Developer

Trailer Park Publishing - Hollywood, CA

October 2010 to April 2012

- Publishing division making eBooks with audio, animation, and video capabilities.
- Digital project management with responsibilities included front end development, Quality control and delivery with aggressive deadlines.

Environments: HTML 4/5, CSS 3, Audacity, QuickTime, Agile, Scrums

Medical Provider Mobile Application.

CalOptima

- CalOptima (February 2019 - finished) – (UX 85%/FED 15%) Conducted research for and creation of Rapid Prototype/Mock-ups/Wireframes.

- Assisted in Front-End Integration and functionality to B2C.

- BOND Agency (Apr - April 2018 finished) – (UX 100%) Created wireframes, rapid prototypes, and designed user experiences.

- Conducted research, design sketches, flow diagrams, wireframes, and mock-ups.

- Siltanen and Partners (Aug - August 2018 finished) – (FED 100%) Created stylesheets.

- Added functionality to web applications. Developed web application for responsiveness for mobile and desktop.

Environments: Sketch, Invision, Zeplin, HTML, CSS (LESS/SASS), jQuery, BitBucket, Photoshop, Bootstrap, Axure, TFS.

Education

Bachelor's in computer science

University of Phoenix - Pasadena, CA

2004 to 2007

Skills

- JavaScript
- Invision
- Sketch
- Figma
- Adobe Creative Suite
- CSS
- Zeplin
- AWS
- HTML
- Miro
- Agile
- HTML5
- Jira

Links

<https://tinyurl.com/yckfn8py>