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# CAROLINE CHEUNG

Senior Product Designer

 Toronto, Canada

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 www.caroline-cheung.com

 /carolinecheung87

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## EDUCATION

### Parsons the New School for Design

Sept. 2010 - Dec. 2011

Associate in Applied Science (AAS)  
in Graphic Design

### University of Toronto

Sept. 2005 - Dec. 2009

Honours Bachelor of Arts in  
Sociology and Visual Arts

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## SKILLS

Interaction Design

Visual Design

Prototyping

Discovery Research

Usability Testing

Design Sprints

Branding & Illustration

HTML and CSS

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## TOOLS

Figma

Sketch

InVision

Axure

Adobe Creative Suite

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## EXPERIENCE

### VMware Inc. (formerly Pivotal)

Product Designer III | Mar 2019 – Present | Toronto

- Led design efforts on cross-functional teams to develop and launch features for a SaaS application that helps companies understand their capacity to deliver projects
- Conducted research and synthesized learnings into actionable insights
- Collaborated with product managers to define and prioritize problems
- Guided design team in delivering high quality designs by establishing a component library, design principles and design critiques
- Aligned teams on feature outcomes and success metrics

### Greenhouse Software

Senior Product Designer | July 2015 – Dec 2018 | New York

- Led end-to-end design for products of an enterprise talent acquisition suite, including Greenhouse Recruiting and Greenhouse Inclusion
- Solved product problems by facilitating brainstorms, identifying research goals, prototyping interactions, validating solutions and creating high-fidelity designs
- Collaborated daily with product managers and engineers to make product decisions regarding functionality, visual design and scope
- Established and maintained a design system used across products to improve usability and reduce development time

### People, Time Inc.

Senior UX/UI Designer | Apr. 2012 – June 2015 | New York

- Led the UX and visual direction for new products at the largest revenue driving title at Time Inc., with 40-70 million monthly unique visitors
- Redesigned the website's news article template (accounted for more than 50% of traffic) which involved balancing business and editorial objectives. This resulted in increased engagement with readers such as more page views per visitor and a decrease in bounce rate
- Modernized look and feel of People's mobile news app based on iOS7 design standards and removed paywall, which led to increased downloads

### Joe Fresh

Freelance Digital Designer | Mar. 2012 – Apr. 2012 | New York

- Provided custom typographic treatments, animation concepts and photography direction for Joe Fresh's seasonal campaigns online