

# Tracy Cheon

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## Designer experience

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### Elec

#### Founder, Product & Strategy

2021 - Present, San Francisco, CA

**Elec is a platform for founders to create their pitch for fundraising.**

- Took end-to-end Lean Product approach to validate on the product concept.
- Conducted researches and interviewed founders to get initial reactions and feedbacks to come up with prototypes.
- Created iterative prototypes and designs to get customer feedbacks.
- Ran Google ads experimentations and tested messages to validate product market fit through landing pages and video ads.

### Sisu Data

#### Senior Brand Designer

2020 - 2021, San Francisco

- Lead website projects delivered the design and planning based on team objectives, created roadmap each quarter in collaboration with content director and demand generation.
- Managed contract developers.
- Created website design, and marketing design system.
- Delivered all in-app product illustrations in collaboration with product designers.
- Created, maintained and updated, and evolve the marketing design. This includes sales presentations in a scalable manner, the brand design guidelines, and assets of marketing designs such as social ads and related design assets.

### Mode Analytics

#### Brand Designer

2019 - 2020, San Francisco

- Managed projects and delivered all creative design ideation and production for Mode brand, including website design, growth campaigns, graphic imageries for emails, presentation deck design, paid social advertising, blog post graphics, sales materials and more.
- Worked with cross-functional teams, collaborated with the marketing team, product designers and external contractors.
- Presented design solutions to stakeholders, explored and explained design decisions, and incorporated feedbacks and made decisions based on testings.
- Created, maintained and updated and evolve the marketing design system and assets of our website and worked closely with the marketing engineer.
- Helped to form a high-level strategy as well as micro-interactions and user experience on each page of the website considering accessibility.

### eshots

#### UX/UI Designer

2018 - 2019, Chicago, IL

- Executed all visual design stages from concepts to final hand-off to engineering team including product branding materials.
- Delivered style tiles, high fidelity mockups, prototypes, and presentations for stakeholders.
- Participated in user testing to understand requirements and user experiences to meet client needs and vision.
- Coordinate and participate in user research to help inform short and long-term decisions.
- Evaluated user requirements and in collaboration with product director and engineering team.
- Developed IA, translated concepts into wireframes, mockups, and clickable prototypes that lead to intuitive user experiences for mobile, iPad, and web view.
- Made strategic designs and user-experience decisions related to core functions and features with a user-centred approach and rapidly tested and iterated.
- Conceptualized original ideas that bring simplicity and user-friendliness to complex design roadblocks.
- Conducted heuristic analysis to create interfaces and championed consistent design standards and style guide for all eshots products.

### Caxy Interactive

#### UI/UX Designer

2017 - 2018, Chicago, IL

- Applied artistic skills and techniques to resolve complex business problems which dealt with both concepts and data.
- Attended to clients meeting and advised best practices, worked with PM and eng team, delivered UI mockups, prototypes and presentations.

## Education

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### Kingston University, London

#### B.A. Honors, Fine Arts

Dissertation "The Difference in Repetition and Reenactment" on contextualization of repetition in performance art.