

# Audrey Cheng

UX Researcher and Designer

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audreycheng.me

## EXPERIENCE

**LSU DIGITAL AND CONTINUING EDUCATION**  
OCT 2018 - PRESENT  
BATON ROUGE, LA

### USER EXPERIENCE SPECIALIST

- Collaborate with internal and external stakeholders to translate strategic needs into impactful learner experiences.
- Conduct surveys, card sorts and usability tests to provide evidence-based recommendations that were later adopted by leadership.
- Research and recommend best practices in user experience design across departments, including web presence and within online courses.
- Work closely with web development, marketing, and recruitment teams to design experiences in support of conversion in a scrum environment.

**LAW ENFORCEMENT ONLINE**  
NOV 2011 - SEP 2018  
BATON ROUGE, LA

### IT OPERATIONS MANAGER (IT ANALYST II)

- Developed, edited, and maintained front-facing web content for federal law enforcement information sharing web portal.
- Collaborated with FBI program office in designing and optimizing user interface.
- Provided end-user support including technical support, onboarding, and security vetting.
- Prepared training materials and contributed to internal knowledge base.
- Cleared for Secret information by the FBI.

**TOP TIER SOCIAL MEDIA**  
OCT 2012 - APR 2013  
BATON ROUGE, LA & LOS ANGELES, CA

### SOCIAL MEDIA & PR INTERN

- Worked closely with community managers to strategize and develop brand presence, optimize social media, and increase conversion for clients.
- Assisted with managing influencer accounts to foster client relations.
- Wrote and created blog content for My Beauty Bunny, a cruelty-free beauty and lifestyle blog.

## EDUCATION

**UNIVERSITY OF CALIFORNIA, IRVINE**  
2011 - 2013

MAS, Criminology, Law, and Society

**LOUISIANA STATE UNIVERSITY**  
2006 - 2010

BS, Psychology  
BA, Sociology, with Concentration in Criminology

## SKILLS

### RESEARCH

Contextual interviews  
Ethnography  
Heuristic evaluation  
Cognitive walkthroughs  
Think-aloud testing  
Card sorting  
Focus groups  
Competitive analysis

### DESIGN

Wireframing  
Prototyping  
Personas  
User flow mapping  
User journeys  
HTML  
CSS

### TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Figma  
InVision  
OptimalSort  
SurveyMonkey  
WordPress  
Trello  
Basecamp