

HOMAN CHEUNG

USER EXPERIENCE DESIGNER |
PRODUCT DESIGNER

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EDUCATION

SEP 2013 - JUL 2016

BSc Computer Science with Business & Management

First Class Honours

The University of Manchester

SKILLS

User-centered Design
Interaction Design
User Research
Sketching/Rendering
Wireframing
Web Development
Web Design
User Journeys

SOFTWARE

Sketch
Invision
Adobe XD
Adobe Creative Suite
Webflow
Microsoft Office Suite

PROGRAMMING

HTML
CSS
JAVASCRIPT
JAVA

LANGUAGES

English
Cantonese

EXPERIENCE

Lead Designer

GYMGAME

JUNE 2019 - PRESENT

Leading and managing all aspects of design and creative output within a newly cocreated fitness brand.

- Defined, created and established brand and core values.
- Designed entire Gymgame website including user experience, interactions and visual content.
- Managed social media channels and social media marketing including Facebook and Instagram advertising.
- Photo/video content creator and editor for all media.

Digital Product Owner

AMERICAN EXPRESS

AUG 2017 - FEB 2019

Managed Member Get Member (MGM) – a product allowing Cardmembers to refer friends and family different AMEX cards.

- Cross-functionally partnered with stakeholders to globally expand MGM capabilities and scale its channels.
- Designed cross-product referral capabilities across US Consumer and Commercial portfolios.
- Constructed A/B test for pre-approval offer pilot.
- Delivered personalisation feature to prospect journey.

Associate Product Owner

AMERICAN EXPRESS GRADUATE

SEPT 2016 - AUG 2017

Managed Pay with Points (PwP) – a product allowing Cardmembers to spend loyalty points on transactions at POS.

- Managed PwP product across 21 international markets.
- Resolved an operational risk event, refunding 10,000 Cardmembers their overdue statement credit.
- Redesigned Zuji PwP transaction journey, increasing Cardmember engagement rates by 32%.

Software Developer Intern

AMERICAN EXPRESS INTERN

JUN 2015 - AUG 2015

Front end developer within Amex Internal Tools team.

- Developed a web tool to remotely test prototypes across locations, capturing feedback and user interactions.
- Used both front-end and back-end technologies within a Spring Web MVC framework.