

# 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.