

Sheena Chong

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EDUCATION

Graphic Design, BFA
Academy of Art University
San Francisco, CA

Letter and Arts Emphasis, AA
De Anza Community College
Cupertino, CA

SOFTWARE

Photoshop
Illustrator
InDesign
Lightroom
After Effects
Adobe XD
Dreamweaver

SKILLS

Responsibility
Teamwork
Communication
Problem Solving
Writing
Organization
Adaptability
Sales
Critical Thinking

PASSION



EXPERIENCE

APPLE INC

Product Specialist

Oct 2014 - Present

- Drive sales and create loyal Apple ownership with our Apple products and services.
- Develop trust and peer relationships with our customers with customized solutions on our services and products via troubleshooting or assisting setup of their new devices.
- Supported overnight NSO (New Store Openings) at nearby neighborhoods with visual directives.
- Implement and maintain visual displays and merchandising support to maximize store business needs and standards.

R&D Data Collector

Jan 2022 - April 2022

- Supported R&D teams with facilitating and owning multiple research-focused data collection.
- Conducted user research in a variety of user studies such as usability, 1:1 interview, surveys, and evaluation.
- Applied quantitative and qualitative analysis to collect technical user studies.
- Collaborated with engineering teams consistently to meet critical program data needs.
- Built trust and effective relationships with cross-functional teams.

Business Specialist

Nov 2021 - Jan 2022

- Built trust and relationships with new and current SMB customers.
- Educated SMB with Apple at Work on Apple products, customized solutions, and MDM services.
- Collected leads from CRM to convert SMB to Sales Account through briefings via phone and email.
- Curated business quotes through SAP for large orders to ship to SMB office or in store pick up.

Wifi Quality Engineer

Dec 2020 - April 2021

- Implemented test strategies and executed with supporting data collections.
- Exposed to automated and manual scripting with python and terminal commands.
- Produced and filed bugs (avg 10 a day) on Radar.
- Collected data collections from device to device ranging across Apple Watch models and iPhone models (iPhone X to iPhone 12 Pro Max).
- Installed/updated firmware, profile, roots for end to end testing.
- Troubleshooted technical setup and staged environments for better testing areas.

Product Design Lab Technician

July 2020 - Nov 2020

- Disassembled MacBook models for inspection of mechanical parts for cosmetic quality excellence.
- Collected data quality analysis to create data charts on JMP (Jump) and exposure to Tableau.
- Used different types of equipment such as the 3D printer, laser machine, hand tools, and 3D sensor and measure machines.
- Exposure to 3D CAD, Coreldraw, and some Adobe Illustrator.
- Handled pre and post-processing 3D prints, assembled and disassembled prototypes for mock-up to end results.

CERTIFICATIONS

Linkedin: Fundamentals of UX Research: Interview, Methods, Usability Testing