

Sheena Chong

A designer and User Researcher



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EXPERIENCE

APPLE INC

Product Specialist

Oct 2014 - Present

- Top 10 sales performer in the store.
- Drive sales and create loyal Apple ownerships with our products and services.
- Develop trust and peer relationships with our customers using customized solutions on services and products.
- Troubleshoot and assist customer's setup of their new devices.
- Maintain visual merchandising and displays while supporting business needs.

Research and Development Data Collector

Jan 2022 - April 2022

- Facilitated and managed multiple research-focused data collection.
- Conducted user research in a variety of user studies by usability, 1:1 interview, surveys, and evaluation.
- Applied quantitative and qualitative analysis to collect technical user data.
- Communicated with a diverse of engineering teams consistently to meet critical program data needs.
- Built trust and effective relationships with cross-functional teams.

Wifi Quality Engineer

Dec 2020 - April 2021

- Implemented test strategies and executed supporting data collections.
- Exposed to automated and manual scripting using python and terminal commands.
- Produced to debug, and upload bugs (avg 10 a day) on Radar.
- Communicated with software engineering teams consistently to meet deadlines.
- Installed and updated device firmware, profile, and roots for end to end testing.
- Troubleshooted technical setup and staged environments for testing areas.

Product Design Lab Technician

July 2020 - Nov 2020

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

EDUCATION

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

SOFTWARES

Photoshop
Illustrator
InDesign
Lightroom
After Effects
Adobe XD
Dreamweaver

SKILLS

User Research
Visual Design
Team Oriented
Communication
Problem Solving
Organization
Adaptability
Critical Thinking

CERTIFICATIONS

LinkedIn

Fundamentals of UX Research;
Interview, Methods, Usability
Testing

University of Michigan

User Experience Research and
Design Expected Winter 2022

PASSION

Photography
Hiking
Ice Skating
Gaming
Traveling