

Karin Cheng

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Experience

Product designer

Poyura (My online stationery shop), Amsterdam | May 2019 – Now

- Migrated Wordpress store to Shopify, improving site performance, reliability, and usability. Improved performance from Lighthouse score 60 → 90, creating a faster and smoother user experience for customers.
- Created a new email funnel from scratch, achieving a 4.5% conversion rate.
- Improved organic search discoverability, resulting in doubled traffic and revenue from non-paid channels over a 12-month period. Increased organic search conversion rate from 1.6% → 2.0%.
- Designed the content strategy and reward tier structure for a successful Kickstarter campaign, applying UX principles to increase clarity, trust, and conversion.

UX designer intern

Endeavour, Haarlem | Feb 2021 – Jun 2021

- Laid the UX foundation that enabled the client to launch a new B2C sales channel with an intuitive and engaging experience for consumers.
- Restructured content and navigation to improve trust, clarity, and overall usability.

UI designer intern

Basic Orange, Amsterdam | Jul 2019 – Sep 2019

- Collaborated closely with backend developers to redesign a legacy B2B dashboard, working within a strict existing component library to ensure feasibility under tight deadlines.
- Created an interactive 3D cube to display worker assessment results, enhancing users' ability to interpret complex data quickly while maintaining frontend feasibility.

Open-source projects

Product designer

Contao (Open-source Content Management System) | Sep 2025 – Now

- Redesigned and improved the Backend User interface for filtering datasets within the Contao CMS.
- Collaborated with a core developer to ensure feasibility.

Product designer

PHP | Oct 2025 – Oct 2025

- Conducted user research with developers to uncover pain points on the PHP release page, then designed a content-first, navigable overview improving usability for developers across experience levels and earning shortlist recognition (16/24 participants).
- Reorganized and clarified release notes based on user insights, increasing readability and accessibility to help developers quickly understand updates.
- Simplified navigation to additional resources based on developer feedback, reducing cognitive load and making information easier to discover.

Visual designer

The Run (stats website for speedrunners) | Mar 2025 – May 2025

- Collaborated closely with a team of developers to implement a client-driven homepage redesign, subtly integrating UX improvements while respecting the project's vision.

Skills

Design Methodes

- Discover: User Interviews, Surveys, Competitive Analysis, Online Analysis, Desk Research, Contextual Inquiry
- Define: Personas, Customer Journey Maps, MoSCoW Prioritization
- Develop: Brainstorming, Harris Profiles, Impact/Effort Matrix, Wireframing, Usability Testing

Software

Figma, Adobe Creative Suite, Miro

Coding languages

- HTML & CSS: able to build simple web pages and prototypes
- JavaScript: familiar with basic DOM manipulation and interactive elements

Education

Bachelor's in Communication & Multimedia Design

Amsterdam University of Applied Sciences | Sep 2017 – Jun 2022

- Applied Double Diamond and Design Thinking frameworks on team and individual projects.

Language

Dutch – C2

English – B2