

Jasmine Cheung

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Self-directed Designer with 4 years across B2B SaaS and B2C e-commerce, drawn to high-leverage products and AI-native, agent experiences. Building fluidly between LLM and low-code prototyping. Confident owning complex projects end-to-end using customer interviews and quick tests to validate design decisions.

Experience

Founding Product Designer · Tube Access – London (step-free) accessibility travel app · **2026**

- Built a functional accessibility-first route planner app using Replit – including search UI and travel route logic across a 5-week accelerator programme
- Developed a user research plan (guerrilla testing, surveys and prototype testing) focusing on concept validation
- Effectively utilised AI tools through ideation, research planning, and strategic framing — including auditing interview questions for bias and reframing problem statements to increase credibility

Bubble tea Barista · Super Bubble Station, Birmingham · Part-time · **June 2026 - Current**

- Driving upsells by offering samples of best-selling drinks and tailoring recommendations to each customer's taste — converting an average of 3 additional customers per hour

Founder · mono photo · Events rental business · Part-time · **Dec 2025 - 2026**

- Leading client consultation calls to understand their vision and tailor bespoke event packages and themes, delivering a personalised service experience from initial enquiry to event day
- Handling sales, digital/social media marketing and out-reach to attract high growth, long-term potential partners
- Managing client invoicing and back-end payment systems, from quote through to final reconciliation, ensuring accurate financial records across all events

Product Designer · loveholidays (B2C Online Travel Agency, £1B+ Valuation) · **Nov 2023 - Aug 2024**

- Launched a map-based discovery feature for native mobile and web, translating complex travel data into intuitive, cross-platform experiences – informed by competitor analysis of 6 market leaders and conducted user research with 20+ participants
- Delivered a 5% uplift in global conversion by optimising multi-market user journeys across search and checkout, collaborating closely with engineers and third-party providers
- Shipped high-fidelity Figma prototypes and interaction flows to align stakeholders and accelerate shipping speed by 5%
- Championed accessible, inclusive design (iOS & Android) for entry to global markets

Product Designer · CybSafe (B2B Cybersecurity Start-up, \$25M+ annual revenue) · **Aug 2022 - Jul 2023**

- Contributed to design system: established reusable components, interaction principles and scalable design patterns supporting long-term platform cohesion
- Drove bi-weekly design system syncs with engineers, improving Storybook-based design-to-development handoff and cross-functional collaboration
- Increased product activation by 5% by integrating third-party tools to better track and respond to off-platform user behaviour
- Simplified complex cybersecurity information into clear, confidence-building experiences – balancing user needs, research insights and business objectives

Skills & Tools · **Design & AI:** Figma, Miro, Lovable, Framer, Cursor, ChatGPT, Claude · **Interaction & Systems Design:** user journeys, responsive design, WCAG accessibility · **Research & Experimentation:** Looker dashboards, FullStory, UserTesting for usability, qualitative interviews, A/B testing, workflow validation

Education · Coventry University (2016 - 2019) – BA International Business Management (2:1), Code First Girls (2022) – Introduction to Web Development, Eduflow (2022) – Instructional Design Principles for Course Creation