

Diana Cheng

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Education

Institute of Design,
Illinois Institute of Technology
Master of Design Candidate
Graduating May 2012

Course studies in strategic planning, service design, interaction and experience design, social innovation, and user-centered research methods

University of California, Berkeley

Bachelor of Arts, double major:
Political Science & Practice of Art
Graduated May 2005

Honors

IIT Moholy-Nagy Fellow, F2011-S2012
IIT Nathan Fellow, F2010-S2011
UC Regents & Chancellors Scholar
Golden Key Honors Society
National Society of Collegiate Scholars
UCB Dean's Honors List Spring, 2003

Skills

Software

Adobe Illustrator, Photoshop, InDesign
Basic knowledge of Flash & Flash Catalyst
Basic Final Cut Pro
Microsoft Office
Online tools such as Google Apps, Prezi

Methods

primary & secondary research,
ethnographic interviewing, field observation,
survey, market research, competitive
analysis, experience modeling, prototyping
(interaction, service, experience, product)

Languages

English *primary*
Mandarin *fluent*
Taiwanese *conversational*

Activities & Extracurriculars

Co-Chair IDSAB, 2011
Institute of Design Student Activities Board
Planning Committee member, Spring 2010
ID End-Of-Year-Show Planning Committee
Hult Global Case Challenge, 2011
Team in 1-day competition co-sponsored by Water.org; received honorable mention

Objective: Seeking a full-time position in strategic planning and user-centered design for services, interactions and compelling experiences.

Experience

SC Johnson, Racine, WI

Research Design Intern May 2011-Aug. 2011

Worked in role of research designer and core contributing member of cross-functional product development team

Planned and conducted workshops

Developed project plan, set scope, research and competitive analysis for a strategy project

Google, Online Sales & Operations Mountain View, CA, 2006 - 2009

Optimization Account Strategist Retail Team, Jan.2009 - Jun.2009

Worked with external clients as the brand and marketing strategist of account management team, helping to manage and drive ~\$50M/year revenue

Consulted on Google products and marketing campaigns for branding and direct response

Researched and developed insights about end-users for customized marketing strategies

Thought creatively to develop and implement cohesive branding campaigns through integrated multi-platform strategies, involving pay-per-click, display/interactive ads, traditional media, YouTube and Google Maps

Managed interoffice workflow and trained/mentored overseas counterparts

Projects & Honors

Retail Celebrations Maven - provided research and analysis to rest of Retail Team on industry trends, consumer behavior and needs related to holidays and lifetime celebrations

Selected for OSO Rotation Program: collaborated with YouTube, Gmail, Google Voice and other internal teams, met with product managers, user advocates, strategists & engineers

Optimization Account Strategist Healthcare Team, Jun.2007- Dec.2008

Helped manage top Healthcare clients, responsible for ~\$30M/year revenue

Leveraged research on industry trends and competitive landscape to provide customized solutions and consulting on Google products, budgets & integrated marketing campaigns

Projects & Honors

Customer Service Principles - collaborated with MBA intern and training team to develop and implement Customer Service Principles for dept; researched and analyzed customer satisfaction, user needs and employee values; created training modules and incentives

Customer Loyalty Team - analyzed results of initiatives, explored viability of new programs

Google OSO Recognition Gold Award 2007

Account Associate Aug.2006 - May.2007

Provided account management support via email, phone, and chat

Identified high potential accounts and developed strategies to acquire new business

Projects & Honors

Customer Satisfaction Rep: led workshops, analyzed customer feedback surveys

Member of AdWords Core Educators: trained and mentored newer employees

Industry-University Cooperative Research Program Berkeley, CA

Senior Clerk, Jun.2004 - Aug.2004

Assisted with research, data entry and clerical work

Nordstrom Inc. Walnut Creek, CA

Sales Associate, Jun.2002 - Aug.2002; Jul.2003 - Aug.2003

Delivered excellent customer service in commission-based environment

Analyzed consumption patterns and provided feedback on merchandising