

# Clement Cheng

## Product Designer

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## Education

### B.E.S in Urban Planning

University of Waterloo

September 2013 - April 2018

## Skills

Product Design  
Design Systems  
Design Tokens  
Responsive Design  
Prototyping  
User Research  
Usability Testing  
Accessibility  
Motion Design  
Photography

## Tools

Figma  
Storybook  
Jira  
HTML & CSS  
Tailwind  
GitHub  
Maze  
Framer  
Adobe Creative Suite  
Contentsquare  
Webflow  
Notion  
Confluence

## Experience

### Product Designer • Universe (a Ticketmaster company)

April 2022 - Present

**Designed critical ticketing and event creation experiences** that improved usability and performance across features spanning customizable widgets, checkout, fees, and design systems for a global DIY events platform

**Founded and scaled the Orion Design System**, growing it to 25 components and 56 variants declared with adoption by 6 of 10 engineering teams, unifying design with engineering and accelerating product velocity

**Redesigned Universe's embeddable ticketing widget**, adding dark mode and colour customization to strengthen brand flexibility and elevate its role as the primary entry point for ticket sales

**Partnered with engineering to overhaul checkout**, cutting load times by 80% and streamlining ticket selection to reduce friction and errors for attendees

**Shaped product culture by championing systems thinking**, mentoring peers, and fostering alignment across design, product, and engineering

### UX Designer (Freelance) • TheYachtWeek

July 2021 - April 2022

**Designed mobile and desktop components** that surfaced alternative availability in the booking funnel, unlocking new revenue opportunities by capturing user intent

**Simplified multi-layered information architecture** into UI changes that improved clarity of available inventory and pricing

**Collaborated directly with engineers and the CEO** to ensure design solutions were viable and delivered as intended

### UX Designer (Part-time) • adhocstory

December 2020 - March 2022

**Led the design of an early-stage MVP** for a platform connecting creators and brands to source authentic user-generated content

**Partnered with engineering** to develop viable solutions, identify design opportunities, and oversee visual and functional QA

**Built a lightweight component library** to accelerate design production and establish visual consistency across deliverables

### Personal Project • Instagram Shop Redesign

August 2020 - October 2020

**Conducted interviews with 40+ Instagram users** to learn about platform specific shopping behaviours, translating insights and pain points into user needs

**Redesigned an on-brand, comprehensive e-commerce experience** that hypothetically enhances the user journey with meaningful product discovery tools, a robust product review and verification system, and intuitive in-app checkout