



About

Born and raised in California, I spend my free time trying the newest bakery pop-ups in SF and playing video games.

Education

University of California, Santa Cruz

BA Sociology & BS Cognitive Science, with a concentration in HCI

Skills

Design

Design Systems ·
Information Architecture ·
Wireframing ·
Rapid Prototyping ·
Visual & Brand Identity ·
Illustration

Research & Strategy

Usability Testing ·
Workshop Facilitation ·
Object-Oriented UX ·
Cross-Functional Alignment

Tools

Figma ·
Carbon Design System ·
Tailwind CSS ·
AI-Assisted & Generative Design

Julia Cheng

UX & Product Designer

■ I create engaging, human-centered experiences that bring clarity to complex systems.

Work Experience

UX Designer, Z Security

Feb 2026 - Present

IBM · Enterprise Software

- Rebuilt an acquired security product's interface in **IBM's Carbon Design System** as sole designer, closing a critical security gap within a three-month timeline.
- Led **design strategy and workshops** to consolidate five security products into one platform, aligning the team on a shared architecture and phased roadmap.
- Modernized **z/OS mainframe** interfaces while mentoring a design intern and partnering with cross-functional teams across time zones.

UX/Product Designer

Feb 2024 - Apr 2025

Brandcave · Product Design Consultancy

- Designed **end-to-end experiences** for web and mobile applications across e-commerce and B2B SaaS industries.
- Created **intuitive, scalable UI/UX solutions** that improved usability and brand coherence across product lines.
- Developed and maintained **Figma-based design systems** (Tailwind CSS, Ant Design System, Minimals.cc), improving developer handoff clarity.

Web Administrator

Apr - Dec 2023

Social Emotional Tech Lab · Research Lab

- Designed and launched a **public-facing research** website translating complex academic content into accessible interfaces.
- Conducted **usability testing** (time-on-task, error rates) to identify navigation pain points and improve engagement.
- Developed a **brand kit, style guide, and logo** using AI-assisted ideation to explore ideas, unifying project identity across web and media touchpoints.