

CHERIE GETTEL

SENIOR UX DESIGNER

ABOUT ME

I've been in the UX industry for almost a decade now, working on variety of projects in various fields. I'm not married to any particular domain because I think new challenges are fun and expanding my knowledge bank is very fulfilling. My UX belief is that, first and foremost, things should work; but I also strongly believe in the power of pretty.

Other random facts about me:

- I'm a part-time artist. I like drawing on my ipad a lot, and do commissioned pieces. I have my own online art shop too.
- I gave up iPhones and became an Android user a few years ago and never looked back. (I love the Pixel phones and Google Material Design).
- My eyes shake involuntary due to nystagmus so I've never seen 20/20.
- I used to be a competitive gymnastic once upon a time.

WORK EXPERIENCE

Senior UX Designer

Gap Inc. (June 2017 - Current)

iOS App team

I currently work as the lead UX designer for our iOS App team, overseeing and designing a wide-range of features for our online and in-store commerce. Some of my projects and highlights:

- App Visioning - ran 2x four-week sprints with two of Gap's brands, generating innovative ideas and quickly designing them. Every week I worked on a different part of the app, where I designed, prototyped, and ran user tests to gather data, all while collaborating with the brand partners. The findings and results of these sprints were used to shape our future product roadmap.
- Designed a completely new personalized homepage experience that included multiple new features and components to meet business goals and user needs.
- Created a proof-of-concept design and prototype for our mobile app self-checkout initiative.
- Managed a team of contractors across various projects, reviewing their designs and giving them direction and feedback.

Ecom (web) team

Prior to moving to the app team, I was part of the Ecommerce (Browse) team, where I worked on all of Gap's websites. I was responsible for the product page, category page, navigation, product reviews and UGC, and vendor features integration. Some highlights:

- Designed and shipped a new Product Page UI for Old Navy, and upon going through extended research, testing and design iterations, we then shipped it across all of our brand-sites. This Product Page redesign alone has created \$25M+ annual incremental net demand.
- Designed and shipping a Multi-Item Review Form to boost our product review count. We immediately saw a huge jump (200%+).
- Designed the new Product Reviews UI as we made a vendor switch. The designs were iterated based on user testing results.
- Worked with TrueFit (vendor) to design and implement their service on our product page to increase shopper confidence in their size selection.
- In additions to the ecom work, I worked on redesigning of two of Gap's internal tools (pricing tool and inventory management).
- I also volunteered to take on the Design Operations Manager role for a few months to help organize and support our team.

TOOLS

- Figma is my favorite.
- Sketch
- Invision
- Principle
- Zeplin

SKILLS

- Wireframing
- High-fidelity mockups
- Prototyping
- User research and data analysis, survey and test script design
- Responsive web design
- Native iOS app design
- Digital art and illustration
- Fluent in Japanese

CONTACT INFO

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WORK EXPERIENCE

UX Consultant

Freelance (2016 - 2017)

Worked with various SF startups to provide UX evaluation and design support that addressed the business's needs and goals.

UX Designer

Moneygram (2015 - 2016)

- Led the Lean UX efforts in the organization, implementing new design and development process for projects and product concepts.
- Worked on all aspects of a proof of concept of a mobile app that helps stage cash transactions, including user research, value validation, wireframing, and high fidelity design.
- Collaborated with Product Managers to re-define and re-design the Alloy POS system, which included user interviews and surveys, wireframing and creating documentation.

UX Designer

GoPro (2014 - 2015)

- Created and maintained IxD / behavioral specs for GoPro cameras
- Served as a POC for FW team and QA team to resolve issues and clarify design intentions
- Produced visual assets for internal use (i.e. icons for product timelines and PPTs)• Generated low fidelity prototypes for testing UI concepts

EDUCATION

MS in Human Factors and Ergonomics

San Jose State University (2011-2014)

- Interaction design focus
- Thesis: "The Effects of Noise, Lighting, and Ventilation on Office Occupant Comfort and Work Performance"
- Member of Human Factors and Ergonomics Society (HFES)
- Cum Laude

BS in Hospitality Business Management

San Jose State University (2007 -2011)

- Studied abroad in Edinburg, Scotland through ISEP

OTHER ACCOMPLISHMENTS

Academic Publication

Apr 26, 2014 Publication CHI '14 Extended Abstracts on Human Factors in Computing Systems (CHI EA '14), ACM

"Bloom: fostering healthy and peaceful pregnancies with personal analytics"

Design Leadership Certification

Cooper Professional Education (Oct 2018)