TOM CHENG (he/him)

Email: contacttomcheng@gmail.com
Portfolio: https://tom.chenglish.hk
Availability: On or after February 5, 2024

EDUCATION

Stanford University, Stanford, CA — Sep 2022 – Jan 2024
- M.S. in Learning Design and Technology (GPA 4.00/4.00)
- Award: GSE Fellowship (only 5 awarded to class)

The Chinese University of Hong Kong, Hong Kong — Sep 2013 – Jul 2018
- B.A. (English Studies) & B.Ed. (English Language Education) (GPA 3.64/4.00)
- Award: Outstanding Students Award (top 0.6% in the university)

INSTRUCTIONAL DESIGN EXPERIENCE

Head of Learning, Impulsa Co., San Francisco, CA (App: "Say!") — Jan 2023 – present
- Implemented 10+ user tests on app features, resulting in the development of the "Buddy" chatbot
- Interviewed 50+ active users, resulting in a 10x increase in the use of the pronunciation checker

Founder, Impromptu, Stanford, CA (App: "Impromptu") — Sep 2022 – present
- Carried out surveys and interviews with 30+ learners, informing the development of app features
- Conducted 10+ prototype tests with 50+ testers, discovering an increase in English speaking abilities

UX Researcher, CodingCUSP, Stanford, CA (App: "CodingCUSP") — Apr – Jun 2023
- Interviewed 10+ middle school learners and teachers, informing the instructional design of the tool
- Tested minimal viable prototype with 10+ learners, revealing its ability to boost coding abilities

TEACHING EXPERIENCE

English & Computer and Technology Teacher, Ho Fung College (Sponsored by Sik Sik Yuen), Hong Kong — Sep 2021 – Aug 2022
- Successfully initiated and executed ed-tech initiatives such as FinTech workshops and a Campus TV station, resulting in an increase in student learning motivation

English Teacher, TWGHs Mrs. Wu York Yu Memorial College, Hong Kong — Sep 2020 – Jul 2021
- Led the development of ed-tech hardware like YouTube Maker Studio and AI Room, boosting student engagement

English Teacher, Shatin Tsung Tsin Secondary School, Hong Kong — Sep 2018 – Aug 2020
- Created and managed chenglish.hk, a comprehensive website featuring self-designed study guides, exam tips, and vocabulary flashcards, leading to an increase in English proficiency among students

SKILLS

- User Experience (UX) Design: Command over multiple UX Design tools like **Qualtrics**, **Prolific** and **Google Form** with a strong focus on creating **intuitive layouts, wireframes, storyboards, and prototypes**. Proven expertise in running **A/B testing campaign** for measuring user experience.
- User Interface (UI) Design: Strong skills in utilizing **Adobe Suite**, **Figma**, **Canva** in designing responsive user interfaces. Experience in creating **effective user-centric designs** and **adaptive user interfaces**.
- Data Analysis: Profound understanding and experience in **interpreting, analyzing, and translating user data** into **clear, actionable insights** for continuous development of digital learning experiences.