

# Victoria Cheng

## Senior Product Designer

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## SUMMARY

Product designer who leads at the intersection of strategy and systems—diagnosing what's structurally broken before a single screen gets drawn. Over 12+ years spanning media strategy and healthcare design, I've built fluency in how people make decisions and what gets in their way, leading design across patient, caregiver, and clinical platforms through some of the highest-stakes challenges at InStride Health. I thrive in complex, ambiguous environments: moving undefined problems forward, aligning teams around what actually needs solving, and translating operational complexity into systems that hold well beyond the sprint they were shipped in.

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## EXPERIENCE

### InStride Health

Oct 2022 – Apr 2026

#### Product Designer

*Led end-to-end design across patient-facing, caregiver, and clinical systems, helping teams navigate ambiguous challenges spanning enrollment, care coordination, and internal workflow transformation.*

## KEY INITIATIVES

- **Self-Scheduling Redesign** — Sole designer on a board-visible, two-week sprint to rebuild InStride's clinical evaluation booking experience. Diagnosed the core issue as a system-reliability problem — not a UI fix — and realigned the product and engineering team around that framing before a single screen was built.
- **Coach Time Tracking & EHR Workflow** — Led end-to-end redesign of coach documentation, collapsing a fragmented multi-system process into a single native workflow. Identified and drove a key feature opportunity — scheduled message logging — beyond the original brief; it became the most celebrated element of the launch.
- **Patient & Caregiver Mobile App** — Led restructuring of role-based information architecture across a shared behavioral health platform serving teenagers, parents, and care coordinators. Named a critical mid-sprint alignment gap — the team was designing for three distinct user types without naming it — and reoriented the project approach.
- **Internal Platform Discovery** — Conducted workflow discovery sessions with care coordinators, surfacing systemic friction across 10+ internal tools and directly informing InStride's internal platform roadmap.
- **Design Operations & Design System** — Identified scaling challenges in design workflow and led the migration from Adobe XD to Figma, establishing the foundation of a shared design system that improved collaboration, consistency, and design-to-engineering handoff across teams.

## KEY ACCOMPLISHMENTS

- Lifted scheduling completion from **75% → 98%**, contributing to **3–5%** month-over-month enrollment growth — the single largest feature-driven enrollment impact to date, per PM post-launch attribution.
  - Reduced coach documentation from **~2 hours to minutes** per week; achieved **98%** logging compliance and unlocked approximately **\$100K** in annual operational savings.
  - **Doubled platform login activity** across patient and caregiver roles within the first year of the app redesign; engagement sustained for two years post-launch with no plateau.
  - Accelerated product delivery through AI-assisted prototyping and front-end implementation (VS Code, GitHub Copilot), reducing iteration cycles and improving stakeholder alignment.
  - Influenced product strategy by partnering with product, engineering, operations, and clinical teams to align patient needs, clinical constraints, and business goals across key initiatives.
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## CONSULTING & FREELANCE

Soap Dental • Up Cancer • JLOO Beauty

2021-Present

UX/UI Designer & Media Consultant

- **Healthcare & Patient Experience** — Directed UX strategy and design for a patient-centric dental website focused on appointment acquisition, from research through implementation.
  - **Research & Validation** — Conducted user research and usability testing to validate MVP concepts and reduce friction across the patient journey.
  - **Conversion Optimization** — Conducted UX audits, information architecture improvements, and acquisition funnel analysis that contributed to a **50% increase in conversion rate**.
  - **Growth Strategy** — Developed advertising strategy in partnership with external agencies to support brand awareness and business growth.
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## ADVERTISING & MEDIA STRATEGY

GroupM • Gamut Smart Media • Hearts & Science • Silverlight Digital

2014 – 2022

Media Supervisor • Media Strategist • Media Buyer

- **Healthcare & pharmaceutical strategy** — Supported **multimillion-dollar** healthcare and biopharmaceutical campaigns, partnering with EHR vendors, publishers, and cross-functional teams to translate patient journey insights, competitive research, and data analysis into strategic recommendations that improved performance and drove business outcomes.
  - **Platform & product build** — Served as primary project stakeholder collaborating with an external UX team and engineers to design, build, and launch a customized internal media platform at Gamut Smart Media — reducing team workload by **~30%** and establishing a product foundation later expanded to include a companion internal forecasting tool.
  - **Data & systems thinking** — Partnered with analytics and engineering teams to develop an internal media forecasting algorithm, contributing to data pipeline design and reducing planning turnaround time by **70%**; built custom audience targeting data models in Nielsen used across the organization.
  - **Team leadership** — Built and led teams across multiple organizations: grew Gamut's media team from 2 to 10 with **90%** retention through direct hiring, training, and supervisory mentorship; mentored 8 assistant buyers at GroupM — consistently stepping into leadership scope ahead of formal title or compensation.
  - **Revenue & business impact** — Led political media strategy at Gamut Smart Media, nearly doubling revenue quarter over quarter and securing client reinvestments up to **~\$1.4M**; managed media campaigns at Silverlight Digital with budgets up to **\$4M** across pharmaceutical and advocacy accounts.
  - **Cross-functional collaboration & process** — Collaborated with publisher UX teams on customized placements, resulting in a **15%** increase in click-through rate; administered client gap analyses and authored a process playbook that expedited project delivery by **30%**; co-authored new business pitch decks across 3 internal and 6 external teams.
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## SKILLS

**Design:** User Research • Discovery & Problem Framing • Workflow Design • Information Architecture • Interaction Design • Service Design • Design Systems • Prototyping • Usability Testing

**Strategy:** Stakeholder Management • Cross-Functional Leadership • Roadmap Influence • Data-Informed Decision Making • Regulated Industry Experience (Healthcare, Pharma, Political Advocacy)

**Domain Expertise:** Behavioral Health • Clinical Workflows • Complex Systems • Scheduling Platforms • EHR Platforms • Patient & Caregiver Experiences

**Tools:** Figma • FigJam • Mixpanel • Google Analytics • VS Code • GitHub Copilot • Adobe Creative Suite • Claude Code

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## EDUCATION

DesignLab — UX Academy

SUNY Plattsburgh

BA, Public Relations/Advertising Communications & Graphic Design • Cum Laude