

Cheryl Cai cheryl-cai.com
cherylncai@gmail.com
linkedin.com/in/cherylcai/

EXPERIENCE

Tesla

UX Designer AUG 2022 - PRESENT

- Conceptualizing and developing the Referral program through rapid prototyping and cross-functional collaboration with PM's, engineers, and stakeholders, to boost vehicle sales
- Designing and enhancing Tesla Shop e-commerce experiences across web and native platforms, with focus on usability to streamline product conversion
- Led design for Tesla Insurance lead generation and policy purchasing through developing user-centric designs for both ownership experiences and internal tools

Apple

Design Intern JUNE - SEPT 2021

- Led research, visual strategy, and UX design of an internal web-based recognition tool within Apple's Ad Platforms organization
- Fostered collaboration with stakeholders and effectively communicated design strategies to executives and handed off designs to be implemented

Tesla

3x UX Design Intern 2020 - 2022

Drove conceptualization and execution of 15+ UX projects spanning consumer web pages, native app, internal enterprise tools, and design system consistency during multiple internships at Tesla, accumulating experience across product areas within Tesla

EDUCATION

University of California, Davis SEPT 2018 - JUNE 2022

B. A. Design

LEADERSHIP

HackDavis Design Lead FEB 2019 - MAY 2022

Led UX design and visual branding for 3 years for UC Davis' student-run intercollegiate hackathon serving 2000+ attendees

Design Interactive Co-President MAR 2020 - MAR 2022

- Initiated an incubator program in UC Davis' first student-run design consultancy, currently providing UX education for 300+ university students annually
- Led the creative direction for Design Interactive's branding and website design and mentored human-centered design projects within a 6 week design sprint