

EVA LYNN CHEUNG

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years leading end-to-end design for complex, trust-critical B2C, B2B, and B2B2C products across desktop, mobile, and web. I specialize in turning ambiguous, technical problems, like account flows, purchase systems, and multi-step processes, into simple, secure, and scalable experiences. I use AI tools daily (Figma Make, Claude, ChatGPT) to research, prototype, and ship faster without sacrificing craft.

PROFESSIONAL EXPERIENCE

Senior Product Designer, [Apyrse](#)

Apr 2023 – Present

- Transformed the purchase flow shared across the entire Xodo suite into a streamlined process, increasing purchase conversions from ~10% to 32% within a month.
- Cut user error by 30% and improved engagement by 15% by simplifying core workflows and introducing a unified UI library the whole team could build from consistently.
- Led a full redesign of Xodo Desktop, using churn data to convince leadership the outdated experience was driving users away and needed a full pivot.
- Modernized the UI within legacy Java constraints by working closely with engineering on creative workarounds, avoiding a costly and time-consuming full re-platform.
- Built design leadership across the entire Xodo suite (Desktop, Mobile, Web) after transitioning from Apyrse's flagship PDF SDK, aligning three distinct user bases around a consistent core PDF-editing experience.
- Designed team and seat management for Xodo, giving customers a way to invite users, manage their teams, and purchase additional seats.
- Built an internal CRM for the sales team to track and manage customers with multiple accounts across Apyrse's product suite.
- Partnered with engineering leads to define shared information architecture patterns and cleaner handoff specs, reducing development rework by 20%.
- Championed company-wide AI enablement as a member of Apyrse's internal AI team, helping employees across the org adopt AI practices to improve their workflows.
- Leveraged product analytics and research tools (Firebase, Heap, HotJar, Sprig, StatSig) to identify friction points and validate design decisions, then used Figma Make to rapidly prototype and test flow variations with real users.

Product Designer, [PDFTron \(now Apyrse\)](#)

Nov 2021 – Apr 2023

- Took ownership of UX design for a new MVP product focused on document template generation, coordinating across multiple teams to unify features from existing products into one cohesive experience.
- Optimized key tools and features within Apyrse's PDF SDK, aligning them closely with user needs and improving user satisfaction and productivity.
- Established a design system and research template still used by the team today, streamlining workflows and enabling more consistent, data-driven design decisions.

UX Designer, [Hewlett-Packard Enterprise \(HPE\)](#)

May 2019 – Nov 2021

- Redesigned core B2B enterprise flows, running usability tests and iterating on the UI to drive double-digit growth in conversion across key funnels.
- Used behavioral and usage data to prioritize roadmap decisions, keeping design grounded in how enterprise users actually worked day-to-day.
- Contributed to a global enterprise design system used across product teams to keep the UI consistent at scale.

CORE SKILLS

Design: 0-to-1 Strategy, UX/UI, Systems Design, Cross-Platform (Desktop/Mobile/Web)

Research Strategy: User Interviews, Surveys, Usability Testing, Research Synthesis, Churn & Behavioral Analysis

Analytics & Experimentation: Firebase, Heap, HotJar, Sprig, StatSig

AI Tools: Figma Make, Figma AI Design Agent, Claude, Claude Code, ChatGPT, MCP (Figma Integration)

Tools: Figma, FigJam, Jira, Confluence

EDUCATION

B.A. in Psychology, Minor in Business — Montclair State University, 2015

UX & UI Design Certification — CareerFoundry, 2019