

SICHENG WENG

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PROFESSIONAL SUMMARY

Product Designer with a proven track record of designing customer-facing experiences across Verizon's digital ecosystem. Led design of net-new customer experiences, including Verizon's Simplicity Plan change journey — delivered in 6 months — by balancing complex business requirements and technical backend constraints. Collaborates closely across Product, Engineering, Research, Content, Legal, and Business teams to design scalable solutions.

EXPERIENCE

Verizon | New York, NY

Senior Experience Designer II — Full-time

Sep 2024 – Present

- Led design for Verizon's new Simplicity Plan within the plan change flow, delivered in 6 months; translated complex business rules around grandfathered plans, discounts/feature changes, and technical constraints into a seamless customer experience.
- Partnered with Engineering, Product, Legal, and Content to resolve implementation tradeoffs and prioritize MVP scope under a tight timeline.
- Leveraged a component-based design framework to rapidly address changing business rules and product offerings such as perk bundles.
- Conducted post-launch funnel analysis on the Simplicity plan migration flow; identified two key friction points: a 75% abandonment rate when pricing jumped unexplained from the Plan Page to Line Review, and a 43.8% drop at bill summary when prorated first-bill charges jumped without itemization.
- Identified the root cause as lack of pricing transparency and partnered with Product and Engineering to align pricing display logic across Plan Selection, Line Review, and Bill Summary.
- Designed and launched Verizon's Trending Content experience from concept to launch, partnering with the Design System team to establish reusable merchandising patterns that scaled across 7+ streaming partners, increasing overall perk attachment by 59 bps (+4.88% Disney, +5.41% Netflix).
- Owned the ongoing design and content strategy of the Trending Content experience, leading monthly partner content refreshes and leveraging Figma, Photoshop, and Adobe Dynamic Media Classic to maintain design system consistency and brand quality at scale.

UX Designer II — Contract

Feb 2021 – Sep 2024

- Designed ecommerce experiences across Verizon's Shop ecosystem—including accessories, payments, and order fulfillment—supporting millions in annual revenue across key stages of a customer's shopping journey.
- Owned the end-to-end design of Verizon's NFL Sunday Ticket commerce journey, integrating offer merchandising, accessory recommendations, and checkout cart placement to drive order conversion.
- Spearheaded designs for a digital wallet experience that enabled multi-payment saved payment functionality; integrated PayPal, Apple Pay, alongside Verizon's Visa Card.
- Launched a dedicated promotional interstitial within the sales funnel; expanded merchandising beyond the product page and created new touchpoints for accessory and connected-device upsells.

TransPerfect | Project Manager | New York, NY

Jun 2018 – Oct 2019

- Managed the lifecycle of 200+ translation projects monthly for Fortune 500 clients, consistently generating \$450K+ in quarterly revenue.
- Negotiated vendor costs and turnaround times across time zones, yielding a 20% net increase in project profitability.

SKILLS

Figma • Adobe Photoshop • AI-Assisted Design Workflows • Prompt Engineering • UX Strategy • Product Discovery • User Research • Information Architecture • User Journey Mapping • Interaction Design • Design Systems • Wireframing • Prototyping • Usability Testing • Accessibility • Data-Informed Design

EDUCATION

B.A., Economics Lafayette College — 2014 – 2018

Product Design Flatiron School — 2020