



CHERYL MIYAKE

Inspire, Innovate, Change the world.

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EDUCATION

Carnegie Mellon University

Intermediate Level Graduate Certificate,
E-Learning Design Principles & Methods
AUG 2020

UC Berkeley

UX/UI Certificate
APR 2020

Stanford University

M.A. Education,
Stanford Teacher Education Program
JUNE 2014

B.A. Sociology,
JUNE 2013

SKILLS

Product Management

Competitive Analysis
Product-Market Fit
Requirement Gathering
Roadmapping
Prioritization

User Research

Interviews
Surveys
Contextual Analysis
Usability Testing
A/B testing and experimentation

Design

Agile development
Design prototyping
Personas & Scenarios
User Journey Mapping
Sketch
Figma

Programming

HTML5
CSS3

PROJECTS

Vively Fitness App ([case study](#))

APR 2020

All-inclusive platform for fitness instructors to manage their business.

- **Determined product-market fit:** Researched the effect of COVID-19 Pandemic business closures on fitness instructors through user interviews and market research. Developed high-level product vision, goals, and feature prioritization.
- **Facilitated design sprint:** Created workflow to communicate product vision to stakeholders.
- **Productized fitness instructor business dashboard:** Defined the primary use cases, defined KPIs, and led product through concpetion, user testing, MVP, to high fidelity prototype.

Furry Friends Rescue ([case study](#))

FEB 2020

Non-profit pet rescue organization website.

- **Drove website needfinding with non-profit and users:** Conducted user interviews, non-profit contextual interviews, and surveys to define core product use cases.
- **Spearheaded competitive analysis and feature prioritization:** Analyzed six direct and three indirect competitors to identify product differentiators and determine feature strategy.
- **Redesigned website information architecture, storytelling, and branding:** Streamlined task flow via simplified primary navigation and clear call-to-actions. Increased usability test task completion between original and redesigned site by 2.5x.

EXPERIENCE

4th Grade Teacher, Cherry Chase Elementary School

AUG 2014 - JUNE 2021

Public elementary school serving 800+ students and families. Designed, instructed, and assessed learning for 224 students in a heterogenous, multilingual classroom.

- **Redesigned learning experience for virtual school ([case study](#)):** Analyzed qualitative and quantitative student and family data to iterate learning experience design across quarters. Increased student attendance and work completion by 1.3x.
- **Spearheaded technology integration into pedagogy:** Built workflow templates leveraged by team. Developed remote learning resource website for 160 families which had 2.1k sessions over six months. Mentored 30 teachers to analyze student data and a variety of digital apps to differentiate instruction and engage 800+ learners.

4th & STEM District Lead, Sunnyvale School District

AUG 2015 - JUNE 2021

Diverse public K-7 CA school district of 992 educators, admin, and staff empowering 6,000+ students. Collaborated with site and district stakeholders to drive curricular and technology innovation.

- **Curated CA Common Core Math Library ([case study](#)):** Prioritized 4th grade math standards to develop scope and sequence for 50+ educators and staff. Developed database of real-world, digital math tasks for each standard for full implementation in Fall 2021.
- **Wrote 4th and 5th grade Science Curriculum:** Researched physical science resources to write curriculum for 44 teachers and 1,400+ students. Scaled units to include earth and life science topics used by 46 educators across the district over three years.
- **Key-Contributor to District Technology Plan:** Collaborated with district and site administration to curate a list of widely used digital apps, inventory technology hardware, and develop the Sunnyvale School District Technology Plan.