Xi Cynthia Cheng

UI/UX Designer, Interactive Designer

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www.cynthiaxdesign.com (Portfolio)

www.linkedin.com/in/cynthia-xi-cheng (LinkedIn)

EDUCATION

Tyler School of Art and Architecture – Temple University   Philadelphia, PA   2018 – 2020

- Master of Fine Arts (MFA)   Graphic & Interactive Design (GPA 3.77)

Academy of Art University   San Fracisco, CA   2015– 2018

- Master of Arts (MA)   Web Design & New Media (GPA 3.3)

Tianjin Polytechnic University   Tianjin, China   2010 – 2018

- Bachelor of Arts (BA)   Web Design & New Media
- Bachelor of Management (BM)   Accounting

EXPERIENCES

UX/UI Design Intern

Abby Ryan Design
Philadelphia, PA
May – Sep 2019

- Searching AR feature ideas and generated ideas for Elfreth's Alley Museum AR Project
- Designed Snapchat filter to increase the interaction with customers
- Closely worked with a team, designed and produced infographic Philly Row House poster for exhibition and publicity
- Responsible for the planning and design poster of Horatio B Hackett School block party

UX Design Intern

21XDESIGN
Philadelphia, PA
May – Sep 2019

- Conducted user research to better understand user behaviors, goals, motivations, and needs
- Conducted the competitor analysis to determine the strengths and weaknesses of competitors
- Improved user's experience by simplifying the layout of the responsive website based on use segmentations to increase engagement rate

AWARDS

Winner – Vegetopia (UX/UI)   *Nov 2019*
The 2019 AIGA Flux Student Design Competition
Flux is a nationwide competition, 215 projects were selected in more than 808 entries this year

Winner – Piano Game (P5JS Game)   *Nov 2019*
The 2019 AIGA Flux Student Design Competition

Winner – Solar System (P5JS Game)   *Nov 2019*
The 2019 AIGA Flux Student Design Competition

First Place – E-Sport Infographic Animation   *Oct 2018*
The 6th Annual Temple University NBCUniversal Data Analytics Challenge
Open to all Temple University students attracted more than 135 entries across six colleges

TOOLS

Adobe Cloud

Photoshop Illustrator After Effect InDesign Premiere

Interface

Sketch XD Principle Figma Marvel InVision

Programming

HTML CSS Javascript Bootstrap Query P5JS

Interactive

Madmapper Lens Studio

SKILLS

Interactive Prototyping
Usability Testing
Information Visualization
Experimental Research
Responsive Design
Visual Design

LANGUAGES

Chinese
English