CYNTHIA CHENG
UX/UI Designer

EXPERIENCE

UX DESIGN, ABBY RYAN DESIGN
Philadelphia, Aug – Now 2020
- Responsible for working with development team to following up the Elfreth's Alley Museum AR project.

UX DESIGN INTERN, ABBY RYAN DESIGN
Philadelphia, May – Sep 2019
- Researched and generated AR feature ideas for Elfreth's Alley Museum AR Project.
- Designed Snapchat filters about stories of Elfreth's Alley by using LensStudio to increase the interaction rates with customers.
- Designed and produced infographic AR Philly Row House poster for exhibition and publicity by using illustration, motion graphic, and AR skills.
- Planned Horatio B Hackett School block party event, designed the poster, and illustrated the commercial.

UX DESIGN INTERN, 21XDESIGN
Philadelphia, May – Sep 2019
- Researched on user behaviors, goals, and motivations for the redesign of 21XDesign website.
- Generated SWOT analytics for 21XDesign and helped in setting a direction for the re-pivoting of the company.
- Redesigned the responsive website to improved user experience and to increase engagement rate.

REPORT & DESIGNER, TIANJIN POLYTECHNIC UNIVERSITY
China, 2011 – 2012
- Redesigned the university's website with Sketch and made it responsive, interactive, and compatible by using H5, CSS, and Javascript.
- Illustrated the university's homepage head section using Adobe Illustrator.
- Designed University News includes graphic design and taking photos and videos.
- Worked with China Central Television team to cover the 6th Chinese University Basketball Super League (CUBS) as a reporter and photographer in 2012.

AWARDS & HONORS

EXHIBITING IN THE P5.JS OFFICIAL WEBSITE SHOWCASE
2020
- **The Farm Beats** (Creative Coding)

WINNER – AIGA FLUX NATIONWIDE STUDENT DESIGN COMPETITION
2019

Three Projects won out of around 1,000 entries.
- **Vegetopia** (UX/UI) — *Aug – Jan 2018*
- **The Farm Beats** (Creative Coding) — *Jan – May 2019*
- **Solar System** (Creative Coding) — *Jan – May 2019*

THE FIRST PLACE – NBCUNIVERSAL DATA ANALYTICS CHALLENGE
Oct 2018

First place out of around the 200 entries across six colleges from Temple University.
- **E-Sport Infographic Animation** (Data Visualized/Motion Graphic)

  Displayed visualized analytic data on the esports industry and provides recommendations to media companies on how to engage with esports users.

EDUCATION

M.F.A. GRAPHIC & INTERACTIVE DESIGN   GPA: 3.77   *Philadelphia, 2018 – 2020*
Temple University, Tyler School of Art & Architecture

M.A. WEB DESIGN & NEW MEDIA   GPA: 3.3   *San Francisco, 2015 – 2018*
Academy of Art University

B.A. VISUAL COMMUNICATION   GPA: 3.7   *China, 2010 – 2014*
B.M. ACCOUNTING
Tianjin Polytechnic University

PORTFOLIO

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CONTACT

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SKILLS

Experimental Research
Information Visualization
Responsive Design
Interactive Prototyping
Usability Testing
Visual Design
Motion Graphic & Animation
Illustration

TOOLS

ADOBE CREATIVE SUITE
- Adobe Photoshop
- Adobe Illustrator
- After Effect
- InDesign
- Premiere
- Adobe XD

USER INTERFACE
- Sketch
- Figma
- Principle
- InVision
- Marvel

FRONT END
- HTML5
- CSS
- JavaScript
- P5.JS

INTERACTIVE
- MadMapper
- Lens Studio