

cindy cen.

// creating innovative solutions for users using data-driven decisions

EXPERIENCE

Technical Writer / insightsoftware

MAY 2020 – PRESENT (Remote, Canada)

- Increased product usability and productivity by implementing user centered projects such as quick start guides and educational videos
- Updated new brand style across all enterprise products and created processes to improve documentation consistency
- Designed, written, and edited end-user documentation, such as install guides, user guides, and release notes for over 100 different drivers
- Collaborated with peers across disciplines and timezones to manage priorities and ensure quality output

Communications Specialist / SAP

JAN 2019 – DEC 2019 (Vancouver, Canada)

- Strategized communications strategy and initiatives that drove tool adoption rates, decreased information silos, and increased team transparency
- Created various content, such as newsletters, SOPs, whitepapers, and videos, to drive engagement and improve communications within our global team

Marketing and Communications Assistant / UBC Applied Science

APR 2018 – MAY 2019 (Vancouver, Canada)

- Developed effective written and visual content that aligned with brand guidelines for various print, social media, and web platforms
- Curated and edited weekly newsletter that went out to 6000+ staff and students

PROJECTS

Freelancer

JAN 2021 – PRESENT

- Created graphics and social media content according to client needs
- Reviewed and edited research papers and resumes

Personal Website / cindycen.github.io

OCT 2022 – PRESENT

- Self-taught front-end web development

Marketing Lead / SAP Developer's Shop (d-Shop)

APR 2019 – AUG 2019 (Vancouver, Canada)

- Led a team of nine in strategizing, promoting, and cultivating the spirit of technology in employees through monthly events and workshops
- Designed engaging digital assets to highlight events and achievements

CONTACT

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EDUCATION

UX Design Certificate

2023

Google

BA Sociology and Commerce

2014 – 2019

University of
British Columbia

SKILLS

DITA
HTML/CSS
Javascript

TOOLS

Adobe CC
Camtasia
Confluence
Figma
GitHub
Jira
MadCap Flare
MS Office
Perforce

INTERESTS

Dragon boating
Foodie
Hiking
Learning
Traveling