

CINDY SAN

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EXPERIENCE

Digital Marketing Assistant Director | UBC Recreation

Jan 2019 – May 2020

- Worked as part of the Digital Marketing – Intramural League Sport
- Introduced innovative marketing strategies to engage students and participants
- Responsible for creating marketing plans for promoting intramural registration and Hall of Fame through Facebook, Snapchat, Instagram, and Twitter accounts

Customer Experience Associate | TD Canada Trust

May 2017 – May 2020

- Responsible for daily banking needs at highest volume branch
- Resolve challenges stemming from branch operations and customers
- Perform opening and closing procedures, including reconciling foreign currencies, precious metals, and working cash
- Train over 10 new hires to complete transactions efficiently and compliantly while expanding their knowledge of products and services

PROJECTS

UX Designer | TD Canada Trust Redesign

June 2020

- Redesigned the flow and user experience of the Mobile Check In system
- Conducted user interviews and contextual inquiry to gather insights from both users and employees
- Created wireframes, high-fidelity prototypes and visual system for mobile website.

UX Designer | Adobe Creative Jams (College + Netflix)

June 2020

- Participated in creating a full user experience in 2 days with a team of 3
- Created a style guide, UI components and illustrations to elevate and strengthen project vision
- Conducted wireframes, high-fidelity prototypes and visual system for website

Product/Graphic Designer | UBC Rec – Intramural League Sport

Jan 2019 – May 2020

- Prepared a sticker campaign with Digital Marketing Team
- Designed new intramural stickers catered to over 10+ sport leagues for over 4000 participants
- Responsible for pitching innovative marketing strategies to directors

Graphic Designer | Freelance

Ongoing

- Curated logos and sticker designs for small businesses

TOOL BOX

Tools

Illustrator / Photoshop
Adobe XD / Figma
Sketch / Invision
HTML / CSS

Currently learning: Java / C++

Design

Usability testing
Interaction design
Storyboarding
Rapid prototyping
Wireframing

Research

User interview/survey
Contextual Inquiry
Usability Testing

EDUCATION

University Of British Columbia

BSc – Combined Major in
Science: Computer Science,
Life Science & Environmental
Science

BrainStation

User Experience Design Certificate
Course