

Cydney Vicentina

UI / UX Designer

Master's student in Human-Computer Interaction at Carnegie Mellon University. Experienced Design Team Specialist with a demonstrated history of working in the marketing and advertising industry. Skilled in solution-oriented research and leadership.

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San Francisco Bay Area



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cjvicentina.wixsite.com/portfolio



Education

Masters Candidate / Human-Computer Interaction
Carnegie Mellon University
2020 - 2021

B.A. / Communications
B.S. / Statistics
University of California,
Los Angeles
Summa Cum Laude
2016 - 2020

Skills

Hard Skills

R, Python
HTML, CSS, JavaScript
Adobe InDesign
Social Media
Fine Arts

Soft Skills

Public Speaking
Team Work
Problem Solving
Adaptability
Strong Work Ethic

Research

Archive Digitization Lab
Tim Groeling
2019 - 2020

Social Communication Lab
Kerri Johnson
Nicholas Alt
Jessica Shropshire
2018 - 2020

Experience

Brand Manager 2020
Chick-fil-A-Franchise

- Coordinated and executed student-centered marketing initiatives
- Stimulated increased sales and customer satisfaction
- Redesigned UCLA store's in-store advertisements and social media
- [Quantified and analyzed efficacy, sales, and revenue of team](#)

Amazon Brand Partnership Intern 2018 - 2019
Vendo

- Investigated, tracked, and audited third party sellers on Amazon
- Authored noncompliance letters and copyright complaints
- Facilitated customer service management tasks
- Generated and populated advertising reports utilizing Excel

FEMBA Student Assistant 2017 - 2018
UCLA Anderson School of Management

- Managed front office, breakroom, and classroom activities
- Dispatched and maintained student and program records, audio/visual equipment, and course materials
- Consulted for and corresponded with students, faculty, and staff

Achievements

UCLA Statistics 2019 - 2020

- "COVID State-tistics" (Team) [Website](#) and Dashboard recognized by the [UCLA Statistics Department](#)
- [Self-Written R Package](#)
- [Self-Written "Play Battleship" Code](#)

Bruin Advertising and Marketing Team 2017 - 2020
Design Team and Presentation Team Member

- 2017 - Ocean Spray - District Winner
- 2018 - Wienerschnitzel - District Winner
- 2019 - Adobe Advertising Cloud - 2nd Place District

UCLA Summer Travel Study 2018 - 2019
Program Correspondent Scholarship Winner (Dual Program)

- [Shanghai](#)
- [Hong Kong](#)