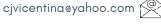
Cydney Vicentina

San Francisco Bay Area







510 - 931 - 0938



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2020

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.

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

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 <u>UCLA Statistics Department</u>
- 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)

- Shanahai
- Hong Kong