

Cynthia Eddy UI/UX Designer

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PROJECTS

Sustainable Soap Co., an End to End Project [VIEW CASE STUDY](#)

- Mobile-first redesign showcasing eco-friendly products with clear calls-to-action.
- Integrated lifestyle imagery and streamlined checkout to emphasize sustainability.
- Developed a natural color palette and artisanal elements to reinforce brand identity.

Feline Health, a Redesigned Responsive Website [VIEW CASE STUDY](#)

- Redesigned the website with bold colors and cat-themed graphics, reflecting Dr. Blair's connection with her patients.
- Simplified navigation for easier access to services, appointments, and contact info, with clear calls to action.
- Improved mobile responsiveness and streamlined appointment scheduling for a seamless experience.

Outdoors Club, a MERN Stack App [GITHUB](#) | [DEMO](#)

the new website for Outdoors Club NY, presently in testing mode

- Designed a user-centered membership platform with intuitive sign-up flow and responsive UI components.
- Integrated Stripe for tiered payments, allowing users to manage profiles and memberships.
- Created a user-friendly admin dashboard for membership management.

WORK HISTORY

Freelance UI/UX Designer & Developer | August 2019-Present | New York, NY

SKILLS [HTML/CSS](#) | [Javascript](#) | [React](#) | [GitHub](#) | [VS Code](#)

- Designed user-centered web applications with responsive layouts and intuitive UI.
- Translated client feedback into functional, user-friendly designs.
- Collaborated in a Scrum environment, submitting and reviewing PRs.

Freelance Digital, Print Art Director | June 2017-Present | New York, NY

- Created new brand identities and designed features within brand constraints.
- Continue to wear many hats as described in previous roles.

Digital Art Director | September 2011-May 2017 | New York, NY

Hearst | **Women's Health** | **Prevention** | **People Magazine**

SKILLS [Adobe Digital Publishing Suite](#) | [Edge Animate](#) | [Photoshop](#) [PORTFOLIO](#) [DIGITAL](#)

- Led UI/UX design for digital publications, optimizing reader engagement.
- Translated print content into engaging digital experiences.
- Directed a team in developing user-focused layouts.

Art Director | April 1996-August 2011 | New York, NY

Shape Magazine | **Time Inc. Custom Publishing** | **TV Guide** | **Worth Magazine**

SKILLS [Indesign](#) | [k4](#) | [Illustrator](#) | [Photoshop](#) [PORTFOLIO](#) [PRINT](#)

- Created layouts and contributed to redesigns, meeting deadlines while updating content.
- Collaborated with editors to visualize and deliver polished end products.
- Managed visual design strategy across publications.

Awarded for Outstanding Design by:

[Print's Best Typography](#) | [PRINT'S Regional Design Annual](#) | [The Society of Publication Design](#)

EDUCATION

DesignLab | UI/UX Design Academy Certification

Flatiron School | Full Stack Web Development

General Assembly | Front-end Web Development

Kansas University | Bachelor of Fine Arts in Visual Communications



SKILLS

Design

UI Design
Interaction Design
Responsive Design
Design Systems
Information Architecture
Wireframing
Prototyping

Research

Usability Testing
User Interviews
Competitive Analysis
Affinity Mapping

Tools

Figma
Photoshop
Illustrator
Adobe Creative Cloud