Cynthia Eddy UX/UI Designer

cynthiaeddynyc@gmail.com | New York, NY | cynthiaeddy.com | linkedin.com/in/cynthiaeddy

PROJECTS

Sustainable Soap Co., an End to End Project

• Led user research, uncovering key insights on sustainable shopping behaviors and transparency needs.
• Conducted competitive analysis to differentiate the brand and enhance storytelling.
• Redesigned e-commerce UX, improving navigation, product visibility, and trust-building features.
• Tested wireframes, achieving 98% ease-of-use and 100% checkout success.

NYT Cooking App, Serving Size Adjustment Feature (Concept Case Study)

• Led user research sessions with five participants, uncovering key pain points in recipe scaling and grocery list integration.
• Designed an intuitive UI for real-time recipe scaling, ensuring visual clarity and ease of use.
• Developed a user flow mapping key interaction points, guiding the design of a smart scaling algorithm.
• Conducted usability testing, achieving a 93% user satisfaction rate for the new feature.

James Oseland's World Food, a React App

the website for James' book series

• Developed a responsive React website to showcase James Oseland's global cookbook series
• Integrated Mailchimp for seamless newsletter signups and audience engagement
• Implemented two dynamic carousels: one custom-built and one using a third-party library for flexibility and reuse
• Utilized CSS Grid and Flexbox to ensure a polished, responsive layout across devices

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
InDesign

Development
HTML/CSS
JavaScript
React
GitHub
VS Code

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 & Designer | September 2011-May 2017 | New York, NY

Hearst | Women's Health | Prevention | People Magazine

SKILLS Adobe Digital Publishing Suite | Edge Animate | Photoshop

• 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 & Designer | April 2006-August 2011 | New York, NY

Shape Magazine | Time Inc. Custom Publishing

SKILLS InDesign | k4 | Illustrator | Photoshop

• 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