



# Cynthia Wang

Visual and Digital Experience Designer

 [cynthiaajwang.github.io](https://github.com/cynthiaajwang)  
 [cynthia\\_wang@brown.edu](mailto:cynthia_wang@brown.edu)

## EXPERIENCE

### Cozy.Link / Product Designer

Oct 2023 - Present / Remote

- Design visual framework and user flow for mobile app aimed to help college students find non-university-affiliated housing
- Work cross-functionally with engineering and business teams to build content and implement feedback from initial market research

### Hack@Brown / Designer

Sep 2023 - Present / Providence, RI

- Establish visual identity of Brown's official hackathon with projected 500+ signups
- Led conceptualization of website design through typography, layout specifics, and color palette

### Passionfroot / Freelance Designer (prev. Creator Studio Intern)

June 2023 - Present / Berlin, Germany

- Created 60+ visual assets (e.g. social media, marketing campaigns, website, product demo video) for tech startup
- Worked cross-functionally with CEOs, marketing, and product teams to redesign website homepage to showcase more creators, facilitating an increase of 50% sign-ups month over month
- Ideated new navigation menu for creator platform to accommodate for creator/partner modes, multiple workspaces, and account settings
- Redesigned UI cards for partner platform launch for 1000+ users

### Brown + RISD XR Hub / Design Lead

Mar 2023 - Present / Providence, RI

- Designed and prototyped desktop and mobile website approved for development
- Curate visual and brand identity across digital and print material

### Brown Design Workshop / Public Relations Manager

April 2022 - May 2023 / Providence, RI

- Coordinated with managers to improve outreach strategies and organize events (i.e. open house, maker market) to increase usability of space
- Wrote weekly Mailchimp newsletters to 1000+ recipients
- Co-designed promotional brochure for distribution across Brown/RISD campuses and greater Providence community

## EDUCATION

### Brown University May 2025

B.A. Visual Arts (GPA 4.0)

Relevant courses: Context Research for Innovation; Management of Industrial and Nonprofit Organizations; Introduction to Engineering: Design; Digital Media, Art in Digital Culture; Digital 2D Foundation; Studio Foundation

### Rhode Island School of Design (cross-registration)

Courses: Web Programming; Web, Tools, and Ethics; Pre-Press and Risograph Printing

## SKILLS

### Design

Product Design, Visual Design, Graphic Design, User Interviews, Personas, Wireframing, Prototyping, Branding

### Tools

Figma, Blender, Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom), Webflow, Procreate

### Programming

HTML/CSS, JavaScript, Java

## LANGUAGES

English, Mandarin