



Cynthia Wang

Visual and Digital Experience Designer

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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 user and market research

Hack@Brown / Designer

Oct 2023 - Present / Providence, RI

- Establish visual identity of Brown's official hackathon with projected 500+ signups
- Led website design through typography, layouts, and color palette
- Produce 3D visual and motion graphics with Blender

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 Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom), Webflow, Procreate

Programming

HTML/CSS, JavaScript, Java

LANGUAGES

English, Mandarin