

Cynthia Wang

Visual and Digital Experience Designer

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EXPERIENCE

Passionfroot / Freelance Designer (prev. Creator Studio Intern)

June 2023 - Present / Berlin, Germany

- Created 60+ visual assets for tech startup e.g. social media, marketing campaigns, website, product demo material
- Worked cross-functionally with CEOs, marketing, and product to redesign website homepage with more creator profile showcases
- Ideated new navigation menu for workspace platform to accommodate for creator/partner modes, multiple workspaces, and account settings
- Redesigned UI cards for partner homepage launch

Brown + RISD XR Hub / Designer

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
- Design AR business cards for schoolwide activities fair

Brown Design Workshop / PR Manager

April 2022 - May 2023 / Providence, RI

- Coordinated with managers to improve outreach strategies and organize events to increase usability of space
- Wrote weekly Mailchimp newsletters to 1K+ recipients
- Co-designed promotional brochure for distribution across Brown/RISD campuses and greater Providence community
- Photographed monthly events for social media and website

Fashion@Brown / Designer

Sep 2021 - May 2022 / Providence, RI

- Collaborated with two designers to create pieces for dance performance in the fall and annual runway show in the spring
- Originated main designs from sketch to final prototype

Freelance Illustrator

Jan 2022 - Present / Remote

- Designed covers and merchandise for two podcasts with 14K+ all-time listens

EDUCATION

Brown University May 2025

B.A. Visual Arts (GPA 4.0)

Relevant courses: Context Research for Innovation, Pathology to Power: Disability, Health and Community, 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

SKILLS

Design

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

Tools

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

Programming

HTML/CSS, JavaScript, Java

LANGUAGES

English, Mandarin