Cynthia Yue
UX Designer

CONTACT

www.cynthiayue.cc
cy432@cornell.edu

EXPERIENCE

IBM, UX Designer

JANUARY 2019 - PRESENT, EMERYVILLE, CA

- Improving the experience of high speed data transfers with IBM Aspera products (Aspera on Cloud, Faspex and Shares) one iteration at a time
- Conveying design decisions to product managers and engineers through persuasive storytelling backed by data (both quantitative and qualitative)
- Facilitating cross department design thinking workshops to establish alignment, set expectations and develop roadmaps
- Working closely with engineering team to understand technical constraints to ensure efficient delivery of pixel-perfect detailed design specs
- Collaborating with the larger IBM Cloud Data & AI design team to share common design components and patterns

WBUR 90.9 FM, UX Design Fellow

JUNE 2018 - AUGUST 2018, BOSTON, MA

- Designed an affiliate marketing platform to help raise revenue for public radio
- Applied mixed research methods to identify habits and attitudes associated with radio, web and book consumption
- Delivered wireframes, mockups, low-fid prototypes, and a high-fid prototype built using HTML & CSS to test, benchmark and validate design decisions

Virtual Embodiment Lab at Cornell University, UX Researcher

JANUARY 2018 - DECEMBER 2018, ITHACA, NY

- Helped identify the potential benefits of leveraging virtual reality for educational
- Designed a mixed method research plan that included the collection of movement data, survey responses, in-person lab sessions and user interviews
- Conducted statistical analyses of all collected data and used to developed user personas for educational VR

Verizon, Student UX Designer

AUGUST 2017 - DECEMBER 2017, ITHACA, NY

- Completed a capstone project working with Verizon's 'Open Innovation' team to help increase content discoverability on their video streaming platform, 'go90'
- Conducted in-depth interviews and analyzed 200+ survey responses to identify common behaviors and attitudes associated with video content consumption
- Rapidly prototyped and user tested design ideas generated from research findings to deliver actionable insights for the Verizon team

UBM, Digital Marketing Manager

MAY 2014 - JULY 2017, SAN FRANCISCO, CA

- Wore multiple hats while spearheading digital advertising strategies for 35 brands spanning across the technology, manufacturing and electronics sectors
- Demonstrated excellent leadership skills while guiding marketers, engineers and designers in the creation and implementation of digital strategies
- Conducted quantitative data analyses to inform audience targeting and design direction

Quinstreet, Web Production Associate

JULY 2012 - APRIL 2014, FOSTER CITY, CA

- Provided data analyses for a portfolio of 3 insurance websites to identify usability issues and provide suggestions for improvement
- Worked closely with engineers and designers to implement experiments and A/B tests geared towards driving website conversions

EDUCATION

Cornell University - MPS, Information Science

AUGUST 2017 - DECEMBER 2018

UC Irvine - BA, Anthropology and Economics

SEPTEMBER 2007 - JUNE 2011

SKILLS

UX Design

Design thinking

Mockups

Wireframing

Prototyping

Journey mapping

Storyboarding

Storytelling

UX Research

Experiment design

Survey design

User interviews

Persona development

User testing

Mixed methods

Data analysis

Data visualization

Tools

Adobe CC / Sketch / Figma

Pen & paper / Balsamiq / InVision

Google Analytics / Amplitude

HTML / CSS

JavaScript / Python

R / SAS / SQL