

Cynthia Yue

UX Designer

CONTACT

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EXPERIENCE

IBM, UX Designer

JANUARY 2019 - PRESENT, EMERYVILLE, CA

- Currently working to improve the experience of various IBM high speed file transfer products
- Responsible for communicating and justifying design concepts to key stakeholders through storytelling, data, wireframes and mockups
- Facilitate qualitative and quantitative user research by exploring internal databases and conducting remote interview sessions

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

VR Lab at Cornell University, UX Researcher

JANUARY 2018 - JUNE 2018, ITHACA, NY

- Conducted statistical analyses of VR movements, survey responses and test results to help understand the potential benefits of VR for educational purposes
- Designed a research plan to measure the effects of two new user interactions within an educational Virtual Reality environment
- Collected qualitative and quantitative data while running 30 1-hour lab sessions
- Developed personas using findings from labs, interviews and survey responses

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

- Demonstrated excellent leadership skills while collaborating with marketing stakeholders, engineers and designers to drive strategies forward
- Wore multiple hats while spearheading digital strategies for 35 brands spanning across the technology, manufacturing and electronics sectors
- Conducted quantitative data analyses to inform targeting strategies and website design decisions
- Effectively conveyed results from multi-channel digital campaigns to inform diverse groups of stakeholders

Quinstreet, Web Production Associate

JULY 2012 - APRIL 2014, FOSTER CITY, CA

- Conducted data analyses for a portfolio of 3 insurance websites to identify usability issues and provide suggestions for improvement
- Worked closely with engineers and graphic 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
User Flows
Storyboarding
Site Maps

UX Research

Experiment Design
Survey Design
User Interviews
Persona Development
User Testing
Mixed Methods
Data Analysis
Data Visualization

Tools

InVision / Framer
Adobe CC / Sketch / Balsamiq
Google Analytics / Amplitude
HTML / CSS
JavaScript / Python
d3.js
R / SAS / SQL

