# CYNTHIA YUE

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## EXPERIENCE

### Student User Researcher – Cornell Virtual Embodiment Lab
January 2018 – Present

- Work closely with a team of engineers, researchers and scientists to implement 2 new interactive mechanisms within an educational Virtual Reality environment.
- Develop a research plan to measure the effect these newly introduced interactive mechanisms have on user experience and learning outcomes.
- Collect qualitative data through the recruitment of 60+ participants to participate in VR lab sessions.

### Student User Researcher – Verizon
August 2017 – December 2017

- Worked directly with Verizon's Open Innovation team as part of a class project to help improve engagement and content discoverability on their video streaming platform, 'go90'.
- Collected qualitative data from over 200 participants through interviews, online surveys and user testing.
- Synthesized data to create user personas and deliver actionable insights to the Verizon team.

### UBM plc – Digital Marketing Manager
May 2014 – August 2017

- Spearheaded digital advertising efforts for a portfolio of 35 brands spanning across the technology, electronics, gaming, biotechnology and manufacturing industries.
- Demonstrated excellent leadership skills while collaborating directly with marketers, designers and engineers to develop and execute large budget campaigns from start to finish.
- Strategically applied several iterations of the conversion funnel redesign that ultimately achieved a 250% increase in conversions and a 14% decrease in costs.

### Quinstreet – Online Media Associate (Web Production)
July 2012 – May 2014

- Leveraged web metrics for a portfolio of insurance related affiliate websites collectively generating over 100K weekly unique visitors to drive business decisions pertaining to SEO and content creation.
- Created a systematic approach to content promotion that substantially increased social media engagement, backlink generation and website traffic.
- Oversaw A/B tests to improve website experience and help increase conversion rates.

## SKILLS & TOOLS

**Design:** User Research, Prototyping, Storyboard Creation, Persona Development, User Testing, Wireframing
**Visual:** Adobe Creative Suite CC, Sketch, Invision, Balsamiq
**Programming:** Python, SAS, SQL, Javascript, HTML, CSS, Adobe Analytics

## EDUCATION

**Cornell University – MPS, Information Science**
2017 – Present

**City College of San Francisco – Certificate, Visual Media Design**
2013 – 2016

**University of California, Irvine – BA, Anthropology and Economics**
2007 – 2011