

# Cynthia Yue

## UX Designer

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### EXPERIENCE

#### **WBUR 90.9 FM, UX Design Fellow**

JUNE 2018 - JULY 2018, BOSTON, MA

- Designed an experiment to validate the production of a new digital bookshelf product to present all books discussed on WBUR's shows
- Applied mixed research methods to identify scenarios, attitudes and behaviors surrounding book consumption
- A/B tested several layouts of book related landing pages; rapidly prototyped and user tested 3 design iterations
- Delivered benchmarks, forecasts, final design solution and next steps

#### **VR Lab at Cornell University, UX Researcher**

JANUARY 2018 - JUNE 2018, ITHACA, NY

- 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 & Researcher**

AUGUST 2017 - DECEMBER 2017, ITHACA, NY

- Worked with Verizon's open innovation team on a class project to help increase content discoverability on their video streaming platform, 'go90'
- Successfully identified video consumption behaviors and created user personas
- User tested prototypes of design solutions generated from research findings; delivered findings and next steps to 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 collaborating with marketing stakeholders, engineers and designers to drive strategies forward
- Conducted A/B tests to identify optimal visual design and messaging practices
- Designed data visualizations to present findings from complex datasets in a concise and effective manner to a diverse group of professionals

#### **Quinstreet, Web Production Associate**

JULY 2012 - APRIL 2014, FOSTER CITY, CA

- Delivered weekly website analyses for 3 insurance websites that collectively received over 300K monthly visitors
- Set tracking and measured results from campaigns, experiments and A/B tests
- Conducted desk research to identify industry trends and missed opportunities

### EDUCATION

#### **Cornell University - MPS, Information Science**

AUGUST 2017 - DECEMBER 2018

#### **UC Irvine - BA, Anthropology and Economics**

SEPTEMBER 2007 - JUNE 2011

### SKILLS & TOOLS

**Research** - experiment design; A/B testing; user interviews; persona development; survey design; user testing; mixed methods; quantitative data analysis with Google Analytics, Adobe Analytics, SAS and R

**Design** - mockups with Sketch, Photoshop and Illustrator; concept sketching; design thinking; wireframes; user flows; storyboarding

**Prototyping** - rapid prototyping with Invision & Sketch; high fidelity prototypes with HTML/CSS/JavaScript