Cynthia Yue

UX Designer

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EXPERIENCE

WBUR 90.9 FM, UX Design Fellow

JUNE 2018 - AUGUST 2018, BOSTON, MA

- Worked in WBUR's innovation lab to help develop new business models that support public radio through lean experiments
- Designed a digital product that presents books discussed on WBUR shows; rapidly prototyped and user tested 4 design iterations
- Applied mixed research methods to identify behavioral patterns and attitudes associated with book consumption
- Author design specifications by the end of the summer

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'
- Conducted user interviews and collected 200+ survey responses to identify common behaviors and attitudes associated with video content consumption
- Rapidly prototyped and user tested designs generated from research findings

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 persuade a diverse group of stakeholders

Quinstreet, Web Production Associate

JULY 2012 - APRIL 2014, FOSTER CITY, CA

- Delivered weekly website analyses for 3 insurance websites that collectively received over 400K monthly visitors
- Worked closely with engineers to implement experiments and A/B tests on our digital properties; set tracking, measured results and shared findings

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; ethnographic studies; card sorting; affinity diagrams; 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 prototypes with InVision & Sketch; high fidelity prototypes with HTML/CSS/JavaScript