

# CYNTHIA YUE

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[cynthiamyue.github.io](https://cynthiamyue.github.io)

## EDUCATION

Cornell University

M.P.S. Information Science

2017 – Present

University of California, Irvine

B.A. Anthropology and Economics

2007 – 2011

## SKILLS & TOOLS

Design: User Research, Storyboard Creation, Persona Development, User Testing, Wireframing, Prototyping

Visual: Adobe Creative Suite CC, Sketch, Invision, Balsamiq

Technical: Python, SAS, SQL, Javascript, HTML, CSS, Analytics, SiteCatalyst

## PROJECTS

Cornell Information Science M.P.S Project – User Research for Verizon

August 2017 – December 2017

- Worked with Verizon's Open Innovation team to conduct user research and help increase engagement and content discoverability on their video streaming platform.
- Collected qualitative data from over 200 participants through online surveys, interviews and user testing from which we derived actionable insights based on key findings concerning user goals and motivations.

Human Computer Interaction – Composting Crowd App Design

August 2017 – December 2017

- Designed a mobile app that encourages composting on college campuses.
- Conducted user research to identify goals, motivations and behaviors of target audience.
- Developed 2 lo-fi prototypes which we user tested; final deliverables consisted of a report on user insights and a hi-fidelity prototype.

## WORK EXPERIENCE

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.