

# CYNTHIA YUE

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cynthiamyue.github.io

## EDUCATION

Cornell University

MPS Information Science

2017 – Present

University of California, Irvine

BA 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, Adobe Analytics

## PROJECTS

### User Research - Cornell Virtual Embodiment Lab

August 2017 – Present

- Conduct user research on a group of 60 participants to better understand the effectiveness of various Virtual Reality interactions on learning outcomes in an educational VR environment.

### User Research - Verizon (Cornell MPS Project)

August 2017 – December 2017

- Conducted user research for Verizon's Open Innovation team. Collected qualitative data from over 200 participants through online surveys, interviews and user testing. Delivered actionable insights aimed to increase user activity on Verizon's video streaming platform.

### UX Design – Composting Crowd App Design

August 2017 – December 2017

- Employed design thinking in developing a mobile app that encourages composting on college campuses. Conducted user research to identify goals, motivations and behaviors of target audience. Delivered 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.