Cynthia Yue

UX Designer

EXPERIENCE

IBM, UX Designer

JANUARY 2019 - PRESENT, EMERYVILLE, CA

- I address problems for a wide range of users spanning from non-technical to highly technical for IBM's Cloud Data and AI products. I collaborate cross functionally during all phases of the design cycle — from hosting design thinking workshops to generate ideas, to final delivery of pixel perfect design solutions.
- I led a complete redesign of legacy high speed transfer software (IBM Aspera Faspex) to incorporate IBM's design system while addressing complex UX issues. This was the product's first ever redesign in 12+ years.
- Within my first year, I tackled a huge pain point surrounding billing transparency for IBM Aspera on Cloud users by leading the UX design and research efforts in delivering a brand new billing management experience, which helped increase our NPS and reduce bottlenecks for our customer support team.

WBUR 90.9 FM, UX Design Fellow

JUNE 2018 - AUGUST 2018, BOSTON, MA

- Created a new source of revenue to help fund public radio with a book-finding experience for WBUR listeners.
- Carefully identified attitudes and behaviors surrounding book recommendations made by radio show hosts. Used insights to incorporate affiliate links into the design in a non-intrusive and delightful way.
- Delivered a coded, fully functioning high fidelity prototype to validate this experience's sustainability as a new revenue stream.

Virtual Embodiment Lab at Cornell University, UX Researcher

JANUARY 2018 - DECEMBER 2018, ITHACA, NY

- Researched the effectiveness of using VR in an educational setting.
- Analyzed 600K+ rows of quantitative movement data, survey responses, in-person lab sessions and user interviews to identify user personas.

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 guiding marketers, engineers and designers in the creation and implementation of digital strategies.
- Conducted quantitative data analyses to inform audience targeting and design direction.

Quinstreet, Web Production Associate

JULY 2012 - APRIL 2014, FOSTER CITY, CA

- Provided data analyses for a portfolio of 3 insurance websites to identify usability issues and made recommendations for improvements.
- Worked closely with engineers and designers to implement experiments and A/B tests geared towards driving website conversions.

CONTACT

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EDUCATION

Cornell University - MPS, Information Science
AUGUST 2017 - DECEMBER 2018

UC Irvine - BA, Anthropology and Economics
SEPTEMBER 2007 - JUNE 2011

SKILLS

UX Design

Design thinking

Mockups

Wireframing

Prototyping

Journey mapping

Storyboarding

Storytelling

UX Research

Experiment design

Survey design

User interviews

Persona development

User testing

Mixed methods

Data analysis

Data visualization

Tools

Adobe CC / Sketch / Figma

Pen & paper / Balsamiq / InVision

Google Analytics / Amplitude

HTML / CSS

JavaScript / Python

R / SAS / SQL