

# Cynthia Yue

## UX Designer

### IBM

#### Advisory UX Designer

SEPTEMBER 2021 - PRESENT, EMERYVILLE, CA

- Currently leading design efforts for products on IBM's Cloud and Cognitive software portfolio by working closely with product and technical leadership.
- Advising legacy product teams through adoption of the current IBM design system while addressing major user frustrations for complex scenarios.

#### UX Designer

JANUARY 2019 - SEPTEMBER 2021, EMERYVILLE, CA

- Addressed problems for a wide range of users spanning from non-technical to highly technical for IBM's Cloud and Cognitive Software portfolio. 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.
- 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, helping increase 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 tech, manufacturing and electronics sectors.
- Demonstrated excellent leadership skills while guiding marketers, engineers and designers in the implementation of digital strategies.
- Conducted 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

Figma / Sketch / Adobe CC

Pen & paper / Balsamiq / InVision

Google Analytics / Amplitude

HTML / CSS

JavaScript / Python

R / SAS / SQL