

# Cynthia Yue

## Product Designer

### CONTACT

[Portfolio ↗](#)  
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### IBM

#### Product Design Lead

September 2021 - December 2025, San Francisco, CA

- Currently a design lead for AI experiences on IBM's API management software.
- Designing scalable experiences for users across the technical spectrum, from business analysts to system architects in complex enterprise environments.
- Partnering with product and engineering to define roadmaps based on user feedback and competitive research.
- Partnering with UX researchers to gather and analyze user insights that inform design decisions and get stakeholder buy-in.
- Facilitating design thinking workshops for large international teams to get alignment on product strategy and development priorities.
- Mentoring junior designers through project delegation and domain knowledge transfers, building their capacity to lead projects independently.

#### Product Designer

January 2019 - September 2021, Emeryville, CA

- Designed for IBM Aspera's broad user base, encompassing technical and business users in media, entertainment, government and more.
- Collaborated closely with UX research, product management and engineering teams through the entire design process, from initial problem discovery through final design implementation.
- Led comprehensive redesign of legacy IBM Aspera applications, migrating to Carbon Design System while resolving user pain points.
- Demonstrated design maturity by coaching 2 cohorts of 12 early career designers through Enterprise Design Thinking.

### WBUR 90.9 FM at Boston University

#### UX Design Fellow

June 2018 - August 2018, Boston, MA

- Executed rapid UX experiments in an innovation lab focused on finding new ways to fund public radio.
- Studied audience behaviors around book recommendations made by radio hosts; used insights to design a book-finding experience for WBUR listeners.
- Launched a WBUR staff-curated book recommendation page with affiliate links, demonstrating its potential as a sustainable revenue channel.

### 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.
- Conducted quantitative data analyses to identify audience segments and inform campaign strategies designed for the full customer lifecycle.

### Quinstreet

#### Web Production Associate

July 2012 - April 2014, Foster City, CA

- Provided regular data analyses for a portfolio of 3 insurance websites to identify usability issues to guide performance improvements.
- Worked closely with engineers and designers to implement A/B tests aimed to drive website conversions.

### EDUCATION

#### Cornell University, 2018

MPS, Information Science

#### UC Irvine, 2011

BA, Anthropology and Economics

### TOOLS / SKILLS

Design

Design thinking

User research

Figma

Adobe CC

Prototyping

Framer

v0

Bolt

Lovable

Github

Supabase

HTML

CSS

JS

Data analysis

Amplitude

Google Analytics

R

SQL