CYNTHIA YUE
Product Designer

CONTACT

[Portfolio ↗](#)

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IBM
Sr. Product Designer
SEPTEMBER 2021 - PRESENT, SAN FRANCISCO, CA

→ Currently a design lead focusing on AI experiences on API management and hybrid integration products.

→ Design scalable experiences for users across the technical spectrum, from business analysts to system architects in complex enterprise environments.

→ Partner with product and engineering to define roadmaps based on user feedback and competitive research.

→ Partner with UX researchers to gather and analyze user insights that inform design decisions and get stakeholder buy-in.

→ Facilitate design thinking workshops for large international teams to get alignment on product strategy and development priorities.

→ Mentor 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
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
MPS, Information Science
AUGUST 2017 - DECEMBER 2018

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

SKILLS

Design

Design thinking

Prototyping

Journey mapping

Storyboarding

Storytelling

Leadership

Research

User interviews

User testing

Mixed methods

Data analysis

TOOLS

Design

Figma

Adobe CC

Prototyping

Framer

v0

Bolt

Lovable

Claude

Github

Supabase

HTML

CSS

JS

Data analysis

Amplitude

Google Analytics

R

SQL