Cynthia Yue

UX Designer

EXPERIENCE

IBM
Advisory UX Designer

SEPTEMBER 2021 - PRESENT, SAN FRANCISCO, CA

- Leading product teams in delivering major new functionality for a suite of IBM Integration products by validating user problems and stories to add clarity to ambiguity. Coordinating closely with PM and dev in creating a healthy team condition where we have a shared unified vision.
- Evolving my design practice by actively incorporating methods from design leaders across the organization and adapting to fit my project needs.

UX Designer

JANUARY 2019 - SEPTEMBER 2021, EMERYVILLE, CA

- Advocated for a wide range of users for IBM's Cloud and Cognitive software portfolio. I worked cross functionally during all phases of the design cycle — from problem identification to pixel perfect hand-off.
- Completely redesigned legacy IBM Aspera apps using Carbon Design System while addressing complex UX issues.
- Tackled a huge pain point surrounding billing transparency for IBM Aspera on Cloud users by delivering a brand new billing management experience, which helped increase our NPS and reduce bottlenecks for our customer support team.
- Demonstrated design maturity by coaching cohorts of early career designers through Enterprise Design Thinking.

WBUR 90.9 FM
UX Design Fellow

JUNE 2018 - AUGUST 2018, BOSTON, MA

- Part of the WBUR BizLab where I conducted quick UX experiments to help find new ways to fund public radio.
- Carefully identified attitudes and behaviors around book recommendations made by radio show hosts; used insights to design a book-finding experience for WBUR listeners.
- Delivered a coded, fully functioning high fidelity prototype to validate as a sustainable new revenue stream.

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 to drive website conversions.

CONTACT

Portfolio ↗
cynthiamyue@gmail.com

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 / Adobe CC / Sketch

Pen & paper / InVision

Google Analytics / Amplitude

HTML / CSS

JavaScript / Python

R / SQL