

Cindy Le ★ ° ∂ ° ★

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A UX Designer with a social work background, bringing a unique perspective to creating inclusive human-centered digital experiences.

EXPERIENCE

Apprenticeship @ General Assembly

July 2024 - PRESENT

- **Full Stack Development:** Built **responsive websites and applications** focused on **creating user-friendly** and **dynamic interfaces**.
- **Project Work:** Collaborated on **3 full-stack projects**, building front-end and back-end solutions with RESTful APIs and database management.
- **Capstone Project:** Developed a **fully functional web application** incorporating **user authentication**, **real-time data updates**, and **responsive design**.
- **UI/UX Design:** Designed and prototyped user interfaces using Figma focusing on **user flows & wireframes** to ensure intuitive and **user-centered designs**.

Social Media Marketer @ Freelance

June 2024 - PRESENT

- **SEO Optimization:** Using SEO best practices improved clients content **visibility** on different platforms
- **Video Production:** Shot, edited, and produced videos for clients that **targeted their target audience**.
- **Data Analysis:** Analyzed **performance metrics** to see what works for clients on different platforms.
- **Visual Design:** Used graphic design and visual aesthetics when shooting and editing videos to enhance content.

Program Manager @ Communities in Schools

August 2022 - February 2023

- **User-Centered Communication:** **Convey complex ideas** effectively to both scholars & other team members.
- **Empathy & Active Listening:** Prioritized students' needs, **enhancing program engagement and attendance rates by 15%**, improving retention.
- **Problem Solving:** Identified and resolved issues in dynamic school environments.
- **Research & Data Analysis:** Gathered **insights** from student performance data, surveys, and feedback to **improve educational outcomes**

EDUCATION

University of Texas at Arlington, Arlington, Tx—

Bachelor's of Social Work

August 2019 - May 2022

Master's of Social Work

August 2022 - May 2023

CERTIFICATIONS

General Assembly, New York, NY — Software Engineering Certification

June 2024 - February 2025

SkillShare, Figma UI/UX Essentials Certification

Issued December 12, 2024

SKILLS

Languages

Javascript & Python

Web Technologies and Frameworks

HTML, CSS, NodeJS, Figma

Design

User Flows, Wire-framing, Prototyping, Information Architecture, Inclusive Design, Responsive Design

Research

User Interviews, Surveys, Usability Testing, Competitive Analysis, A/B Testing, Affinity Mapping