CINDY WANG

UX Designer & Copywriter

cindywang.design

linkedin.com/in/cindywangux

wangcindy2011@hotmail.com

ABOUT ME

UX designer with a penchant for words and a love for research. Enthusiastic about ordinary people and extraordinary problems.

EXPERIENCE

DESIGNER-IN-RESIDENCE, DESIGNATION   09/17—12/17

After completing the DESIGNATION program, I was selected from a cohort of 20 UX/UI designers for my leadership and design skills to provide mentorship and project management support for incoming design teams.

UX DESIGNER, DESIGNATION   04/17—08/17

I designed user-centered web and mobile experiences in an agile work environment, performing user research and testing to deliver data-driven wireframes and prototypes. Clients included:

Tiltas
An organization dedicated to supporting formerly incarcerated men and women. My team designed a product to help returning citizens access the resources they need to successfully re-enter society.

4Degrees
A networking platform that helps entrepreneurs build stronger professional relationships. My team focused on improving core functionality and delivering new concepts for onboarding.

LIFE SCIENCES COPYWRITER, HDMZ   08/15—04/17

I crafted content strategy and copy for websites, e-blasts, educational videos, and other digital projects. In addition to serving as the sole copywriter on all Google AdWords campaigns, I also collaborated with art directors and account services to develop concepts for print ads and videos.

CONTENT WRITER, CHARACTOUR   06/14—06/15

I wrote 150+ profiles on book, television, and film characters in three months. Pleased with the quality and speed of work I delivered, my clients asked me to contribute an additional 50+ film reviews and continue freelancing on subsequent projects.

CONSULTING INTERN, DAVIDOFF COMMUNICATIONS   09/14—12/14

I developed copy for social media and email marketing campaigns. Other responsibilities included conducting competitive analyses for clients, creating pitch decks, and writing media releases.

SKILLS

Research
User interviews
Competitive analysis
Data synthesis
Personas
Journey mapping
Content strategy
Copywriting
Wireframing
Prototyping
User testing

TOOLS

Axure
Sketch
InVision
Marvel
Photoshop
Keynote
HTML5
CSS3

EDUCATION

UNIVERSITY OF CHICAGO
2011—2015
B.A. International Studies
Dean's List