Cynthia Yue
UX Designer

EXPERIENCE

IBM
UX Design Lead
SEPTEMBER 2021 - PRESENT, SAN FRANCISCO, CA

- Lead product teams through all phases of the design process to deliver exceptional experiences for IBM's portfolio of integration software products.
- Advocate for a spectrum of technical to novice users such as system administrators, developers, architects, specialists and business analysts.
- Maintain design quality by fostering cross functional relationships to ensure alignment every step of the way.
- Products I design for include: Event Automation, API Connect, Aspera, Cloud Pak for Integration and more.

UX Designer
JANUARY 2019 - SEPTEMBER 2021, EMERYVILLE, CA

- Advocated for a wide range of users for IBM's Cloud and Cognitive software portfolio. Worked cross functionally 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 aimed 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