# Cynthia Yue

# **Product Designer**

#### **IBM**

#### Sr. Product Designer

SEPTEMBER 2021 - PRESENT, SAN FRANCISCO, CA

- → Currently a design lead for AI experiences on IBM's API management software.
- → Designing scalable experiences for users across the technical spectrum, from business analysts to system architects in complex enterprise environments.
- → Partnering with product and engineering to define roadmaps based on user feedback and competitive research.
- → Partnering with UX researchers to gather and analyze user insights that inform design decisions and get stakeholder buy-in.
- → Facilitating design thinking workshops for large international teams to get alignment on product strategy and development priorities.
- → Mentoring 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.

#### CONTACT

## Portfolio /

cynthiamyue@gmail.com

#### **EDUCATION**

Cornell University, 2018 MPS, Information Science

**UC Irvine, 2011**BA, Anthropology and Economics

#### **TOOLS**

Design

Figma

Adobe CC

Prototyping

Framer

v0

Bolt

Lovable

Github

Supabase

HTML

CSS

JS

Data analysis

Amplitude

Google Analytics

R

SQL