

CINDY WANG

UX RESEARCHER, DESIGNER & COPYWRITER

ABOUT ME

I'm a UX researcher with a penchant for words and a love for design. I'm enthusiastic about ordinary people and extraordinary problems.

 cindywang.design

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WORK EXPERIENCE

DESIGN RESEARCH CONSULTANT, WALGREENS 11/17–present

I plan and conduct user research, working closely with design teams to create better experiences across Walgreens' services and digital platforms. After leading research sessions, I synthesize findings to develop actionable strategies for designers, product managers, and other stakeholders.

DESIGNER-IN-RESIDENCE, DESIGNATION 09/17–11/17

I served as an assistant creative director, project manager, and mentor for UX design teams. I was selected from a cohort of 21 designers to serve in this position based on my leadership and design skills.

UX RESEARCHER & 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.

SKILLS

Qualitative research
User interviews
Usability testing
Competitive analysis
Data synthesis
Personas
Journey mapping
Content strategy
Copywriting
Wireframing
Prototyping

TOOLS

Axure
Sketch
InVision
Marvel
Photoshop
Keynote
UserZoom
HTML5
CSS3

EDUCATION

UNIVERSITY OF CHICAGO 2011–2015

B.A. International Studies
Dean's List

OTHER EXPERIENCES

SPEAKER, WORLD IA DAY 2018

I presented *Design for Returning*, a case study on how to use information architecture for good.