

# Cindy Wang

## DESIGN RESEARCHER

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## Work Experience

### UX RESEARCHER, FOOT LOCKER

02/19–present

I lead research initiatives for a cross-functional team dedicated to improving Foot Locker's checkout and post-purchase experience. I plan and conduct exploratory and evaluative studies to support and inform product strategy.

### DESIGN RESEARCHER, WALGREENS

11/17–02/19

I planned and executed user research, working closely with design teams to create better experiences across Walgreens' services and digital platforms. After leading research sessions, I synthesized 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 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 the core functionality and delivering new concepts for onboarding.

### LIFE SCIENCES COPYWRITER, HDMZ

08/15-04/17

I crafted content strategy for websites, email campaigns, 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.

## Volunteer Experience

### PROJECT LEAD & DESIGNER, BETWEEN FRIENDS

11/18-present

I lead the redesign of a website for Between Friends, an organization dedicated to supporting survivors of domestic violence. In addition to recruiting additional team members and project managing, I delivered visual designs and prototypes.

### CO-ORGANIZER, ACTION DESIGN CHICAGO

08/18-present

I organize monthly speaker events for the Chicago chapter of Action Design, a group of 2000+ members. These events focus on promoting positive change by combining behavioral science with design.

## Skills

User interviews  
Usability testing  
Concept testing  
Card sorting  
Tree testing  
Competitive analysis  
Surveys  
Contextual inquiries  
Journey mapping  
Wireframing  
Prototyping  
Content strategy  
Copywriting

## Tools

UserTesting  
UserZoom  
SurveyMonkey  
Axure  
Sketch  
InVision  
Marvel  
Keynote

## Education

### UNIVERSITY OF CHICAGO

2011-2015

B.A. International Studies  
Honors: Cum Laude

### LONDON SCHOOL OF ECONOMICS

2013 - 2014

The General Course  
International History

## Other Experiences

### SPEAKER, WORLD IA DAY 2018

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