

Cindy Wang

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Work Experience

UX RESEARCHER, FOOT LOCKER

02/19 - 07/20

- Spearheaded exploratory and evaluative research for 4 core areas of the business: checkout & the post-purchase experience, loyalty programming, navigation, and mobile apps
- Planned, executed, and socialized findings & recommendations from 40+ studies that guided product strategy for aforementioned areas. Presented 8 to wider digital team & leadership to promote user-centric design
- Led design-thinking workshops to foster cross-functional collaboration, helping teams identify opportunities and generate ideas to explore, test, and develop
- Assisted product managers in defining KPIs, capturing requirements, writing tickets, and project management

DESIGN RESEARCHER, WALGREENS

11/17 - 02/19

- Conducted user research to inform pilot and subsequent iterations of Walgreens Express. Created findings & recommendations to improve digital and in-store experience, helping stakeholders shape product roadmap
- Conducted user research & developed recommendations to guide design strategy for Walgreens' pharmacy chat feature, a redesign which led to an 86% increase in chat sessions

DESIGNER-IN-RESIDENCE, DESIGNATION

09/17 - 11/17

- Hired for the position as top-performing member from a cohort of 21 designers in a UX/UI bootcamp
- Served as project manager, assistant creative director, and mentor for 20 UX/UI designers, collaborating with instructors to help students successfully deliver 10 client projects in 6 weeks

UX RESEARCHER & DESIGNER, DESIGNATION

04/17 - 08/17

- Delivered user research, wireframes, and prototypes for two clients in 6 weeks. Projects include: 1. An MVP to help returning citizens access resources to re-enter society. 2. A redesign of a professional networking platform

LIFE SCIENCES COPYWRITER, HDMZ

08/15 - 04/17

- Created content for websites, email & AdWords campaigns, and other digital communications for 9+ clients

Additional Experiences

CO-ORGANIZER, ACTION DESIGN CHICAGO

08/18 - present

- Plan and execute 6+ speaker events per year for the Chicago chapter of Action Design, a group of 2000+ members interested in the intersection between behavioral science and design

PROJECT LEAD & DESIGNER, BETWEEN FRIENDS

11/18 - 08/19

- Led the redesign of a website for Between Friends, a non-profit that helps survivors of domestic violence.
- Managed a team of 3, client relations & project delivery while completing user research, prototypes, and visual 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
Optimal Workshop
Axure
Figma
Sketch
InVision

Education

**KELLOGG SCHOOL OF MANAGEMENT
MCCORMICK SCHOOL OF ENGINEERING
NORTHWESTERN UNIVERSITY
2020 - 2022**

MMM Joint Degree Candidate
MBA and MS Design Innovation

**UNIVERSITY OF CHICAGO
2011 - 2015**

B.A. International Studies
Honors: Cum Laude

**LONDON SCHOOL OF ECONOMICS
2013 - 2014**

The General Course
International History