

Cindy Wang

 cindywang.design

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Work Experience

USER EXPERIENCE RESEARCHER, FOOT LOCKER 02/19 - 07/20

Spearheaded 40+ user research studies, presenting findings and developing strategies to enhance digital & in-store experiences; highlights include:

- Quantitative and qualitative research to enhance site navigation; collaborated with UX/UI and business to propose redesign that helped users find products 32.1% faster
- 30+ interviews with shoppers & internal employees; created journey maps for store pickup, post-purchase, and launch experiences, driving roadmap for product teams

Presented ten case studies on user research to 80+ teammates across A/B testing, development, product, and marketing departments

Led workshops to redesign app, loyalty program, and cart page, empowering design & business teams to set metrics, empathize with users, ideate, and prioritize solutions

DESIGN RESEARCHER, WALGREENS 11/17 - 02/19

Moderated usability testing and collaborated with UX & UI designers to redesign pharmacy chat feature, which led to 86% increase in sessions

Shaped roadmap for improving expedited prescription pickup and next-day delivery service across 9000+ stores, conducting contextual interviews, concept testing, and usability testing for three iterations of Walgreens Express™

DESIGNER-IN-RESIDENCE, DESIGNATION (UX/UI BOOTCAMP) 09/17 - 11/17

Selected to mentor subsequent cohort as top-performer at UX/UI bootcamp, training students on design-thinking methods, critiquing portfolios, and conducting interviews to improve program

Led daily standups and project management for 20 UX/UI designers, supporting delivery of 10 client projects

UX RESEARCHER & DESIGNER, DESIGNATION 04/17 - 08/17

Conducted user research with returning citizens for client focused on facilitating transition into society; delivered wireframes and prototype of MVP that connects users to felon-friendly employers and mentorship

Led usability testing for a networking platform & provided designs for onboarding and core functionality, which were implemented by client in subsequent launch

JUNIOR COPYWRITER, HDMZ (ADVERTISING AGENCY) 08/15 - 04/17

Crafted content for digital and print marketing for 10 clients in life sciences and healthcare industries, translating scientific jargon into consumer-facing language

Selected as lead copywriter for ICON plc, one of the firm's largest accounts

Additional Experiences

Co-organize Action Design Chicago, a 2500+ member Meetup group for design and behavioral science enthusiasts

Led end-to-end redesign and development of website for Chicago non-profit that helps survivors of domestic violence

Invited to speak at World IA Day 2018 about designing for returning citizens

Education

KELLOGG SCHOOL OF MANAGEMENT MCCORMICK SCHOOL OF ENGINEERING 2020 - PRESENT

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

Skills

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

Tools

UserTesting
UserZoom
SurveyMonkey
Optimal Workshop
Axure
Figma
Sketch
InVision
Keynote

Interests

Crocheting
British comedy
Mental health
Eating dinner at 5 PM
1:1 chats with strangers