Cynthia Lee

GAME UX | INTERACTION DESIGNER | USER EXPERIENCE DESIGNER

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Adobe Software: Adobe Photoshop, Illustrator, InDesign, XD, Principle, After Effects, Lightroom, Media Encoder, Premiere Pro
Prototype Software: <u>XD, Sketch</u>, Invision, <u>Figma</u>, Webflow, Wix | **Programming Software**: HTML, CSS, JavaScript
Skills: UX (research & user tests), UI (wireframe & prototype& flowchart), Interaction Design, Market Research, Responsive Design, Persona, Information Architecture & Sitemaps, User Journey & Scenarios & Mockup, Animation, Graphic Design, Visual Design, 3D model design with C4D. | **Languages:** English, Mandarin, Taiwanese, Beginner of German

Highlights

✔ Design expert and strategic communicator with a special talent for visual communication and understanding consumer needs who can push brand loyalty and improve a company's bottom line
✔ Creative, collaborative, and empathetic designer as demonstrated with 3 years of UX design and marketing success for diverse industries by defining and inspiring consumers with innovative products and lasting experiences
✔ Genuine passion for creative work in a collaborative team setting to deliver superb experiences to end-users

Education

ArtCenter College of Design   *Pasadena, California*
Interaction Design Major, Business Minor, Design Matter Minor   *2018 Fall – Present*
Current GPA: 3.69 / 4.0
- Coursework: Interaction Design, UX research, Interactive Prototyping, Human Factor & Design Psychology, Motion, 3D motion.
- Received special recognition on the Provost's List which honors students who demonstrated excellence in their studies.
- Received ArtCenter's excellent student scholarship in fall 2021.

Internship Experience

ASUSTek Computer Inc. (World's 5th-largest PC Manufacturer)   *Shanghai, China*
UX designer & Visual Interaction Designer   *Jan 2021 – May 2021*
- Responsible for the look-and-feel, communication design, personality for the computer backlight LED animation system of a product line (ROG Magic 14 Gaming Series), and the user experience of the internal LED light system
- Collaborated with interdisciplinary teams including product managers and other technical experts in all phases of the project work including market and consumer research, prototypes, project execution, iteration, and delivery
- Elevated the user experience by implementing seasonal and festive activities (Valentine's Day, Halloween, etc.) into the LED light board design to capture the target audience
- Created concepts for wireframes, prototypes, UI mockups, information architecture, all the research and testing with a clear focus on how the LED light system will interact with the entire design and user experience
- The tool used: PS, AI, AE, Figma

Work Experience

Taoji Dessert LLC (Dessert Design & Research)   *Pasadena, California*
UX Designer & Product Operations   *Aug 2020 – Present*
- *Product highlight*: Developed and marketed popular dessert series "Snowy Mooncake mochi" for Duke Bakery
    - Increased inventory turnover by 100% and overall store sales through the introduction of a new dessert offering
    - Revamped visual marketing of the location to drive foot traffic and maintain consistent sales during the pandemic

- Transforms design concepts into sold-out products by creating and launching full-service marketing strategies including social media campaigns, interior graphic design, product packaging design, and advertisement design
- Creates world-class products and designs through comprehensive iterating and user experience testing
- The tool used: PS, AI, Figma, ID

Opack Industry (Shenzhen) Co Ltd. (Manufacturing)   *Shenzhen, China*
UX designer & Product interaction Designer   *May 2019 – Sep 2019*
- *Product highlight:* Created a user-friendly backpack design that is manufactured in-house and sold in Office Depot
    - Developed 20 design prototypes and received purchase orders through product exhibition and bidding
- *Product highlight:* Created a series of laptop backpack designs for ASUS that is mass-produced and sold worldwide
    - Collaborated with the research and product teams to conduct market research on the client's target market of young working adults, identify common needs, and propose design ideas to the client
    - Formalized product designs by incorporating the client's brand book and current market trends
- Collaborated with the research and design team to research and create working prototypes for the next season of product launches by innovating new designs and patterns while taking consumer needs and market trends into account
- Delivered new product ideas for the Samsonite and Victorinox product teams through market research, UX design, sketching samples on Adobe Photoshop and Illustrator, collecting feedback, and refining final designs.
- The tool used: PS, AI

Freelance for Quartz Jewelry (Online Retail)   *Pasadena, California*
UX Designer   *Feb 2018 – Apr 2020*
- Improved brand awareness and increased online sales by 60% every month by doing Research, UX flow, strategy articulation, journey maps, wireframes to redesigning the website layout, thus converting site visitors into loyal customers
- Proactively conducted user research and analyzed consumer trends in jewelry purchases to create new jewelry concepts.