

CINDY WU

UX DESIGNER

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PROFILE

I believe that I can turn my passion for User Experience into something that would make an impact in the world. My social science degree, background in customer services, and sales have taught me how to view society through a critical lens that will help me create innovative solutions to user problems and business needs. Since User Experience is human-centric focused, my visual arts background will help trigger an emotional response to my designs to create a more human, unique, and engaging experience.

SKILLS

Sketching, Prototyping, User Research, Experience Mapping, Storyboarding, Card Sorting, IA, Task Flows, Usability Testing, App Design, Rapid Prototyping, Responsive Web Design, Multiplatform Design

TOOLS

Sketch, InVision, Marvel App, Figma, Optimal Sort, Principle, Adobe Creative Suite, Zeplin

EXPERIENCES

Market Sales Specialist | The Rodial Group

MAR 2018 - MAR 2020, VANCOUVER, BC

- Accelerated sales by educating customers and providing world-class customer service.
- Planned and executed initiatives to reach the target audience through appropriate channels (social media, email, etc.)
- Liaised with external vendors to execute promotional events and campaigns.

Sale Specialist and Coordinator | L'Oreal Group

MAR 2017 - MAR 2018, VANCOUVER, BC

- Coordinated schedules and booking with various existing accounts
- Assisted in organizing and executing events.
- Provided product knowledge training in-store sales associates.

Store Manager | The Faceshop

JULY 2016 - MAR 2017, VANCOUVER, BC

- Developed business strategies to expand store traffic and optimize profitability.
- Trained sales staff with product knowledge.
- Ensured compliance with policies and procedures through completing store administration.

Product Specialist | MAC Cosmetics

JULY 2013 - MAR 2015, VANCOUVER, BC

- Provided excellent customer service, maintain overall brand image through product and store.
- Achieved sales through product knowledge training among teams.

Qualitative Researcher | John Howard Society

SEPT 2009 - APR 2010, KELOWNA, BC

- Completed Tri-Council Policy Statement Ethics tutorial for Research involving humans, creation, and distribution of consent forms.
- Created interview guides for interviewing both clients and mentors within the program.
- Presented research findings with transcribed interviews and primary and secondary data analysis using qualitative data analysis software Hyperresearch®.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEPT - DEC 2020, VANCOUVER, CA

The University of British Columbia | Bachelor of Arts in Sociology & Bachelor of Fine Arts in Visual Arts

SEPT 2005 - JUNE 2011, KELOWNA, BC

PROJECTS

BrainStation x IBM | UX Designer

November 2020, BRAINSTATION

Completed a 5-day design sprint tackling the problem: How might we improve the experience of Coastal University students when collaborating as members of virtual teams both in school and work-related projects? Presented key research findings, design solution, and next steps.