

CINDY WONG

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EXPERIENCE

Microsoft Bing Senior User Experience Designer

02/2016 - Present | Bellevue, Washington

Envision future product experiences and strategy for search across mobile, web, and Cortana. Develop scenarios, use cases, and market research for consumer opportunities. Create concept designs, flows, vision videos and prototypes in collaboration with PMs, researchers, and developers. Work featured at Microsoft Build Conference.

Microsoft Bing User Experience Designer II

10/2014 - 2/2016 | Bellevue, Washington

Developed interaction designs within Core UX, Social Incubations, Visual Creation teams. Drove and innovated UX features on web search, social incubations, and Windows integration. Conceptualized successful campaigns for Twitter, Pinterest, and 500px. Shipped Windows 8.1 Search Experience and Bing Win8 app.

Microsoft Bing User Experience Designer

1/2012 - 10/2014 | Bellevue, Washington

Innovate user experience and develop interaction design within Bing. Collaborate with designers, program managers, user researchers and developers. Shipped a redesign of Bing multimedia search that increased usage up to 7% of all search traffic.

Microsoft Research FUSE Labs Interaction Designer

6/2011 - 9/2011 | Redmond, Washington

Conceptualized, designed, and presented Volley, a social animation app to stakeholders. Published and presented project at 2012 CHI conference (23% acceptance rate). Created user flows, mocks, and motion prototype. Conducted user research.

Qmigo Design/Developer Co-creator

3/2010 - 6/2011 | New York, New York

Designed and built a social nightlife mobile app prototype that delivered offers from local merchants to users, who can share deals to friends. Created user experience and MVP prototype. Developed front-end website and back-end database management. Featured on BBC and ITP Winter Show (under Social Drinkster).

SocialBomb UX/UI Designer

1/2011 - 3/2011 | Brooklyn, New York

Designed clients' social web apps, mobile apps, and games. Produced detailed schematics from wireframes to mockups to interactive prototypes as informed by user market research.

JAVOedge Marketing Coordinator

10/2008 - 6/2011 | Brooklyn, New York

Publicized brand into coverage at major online media (CNET, Wired, GeekSugar, MacWorld). Developed brand as a top 10 electronics accessories brand on Amazon Marketplace with 200% increase in social media presence.

The Miami Herald Designer

08/2005 - 7/2008 | Miami, Florida

Designed daily news and feature sections for 200,000+ readership. Responsibilities covered production oversight, designing centerpiece story packages, cover designs, photo editing and illustration work.

EDUCATION

New York University

M.P.S. Interactive Telecommunications Program
2008 - 2011

University of Miami

B.S. Journalism & Geography
2001 - 2005

SKILLS

Proficient

Adobe: Photoshop, Illustrator, Fireworks,
InDesign, Edge Animate
Sketch, Principle, Invision, Keynote

Basic

HTML/CSS, PHP, MYSQL

ACCOMPLISHMENTS

Display Screen with GUI for Bing Entity View in Windows OS

US Patent 339798.01 | 2013

CHI Conference: VOLLEY: Design Framework for Collaborative Animation published/presented

ACM SIGCHI Conference on Human Factors in
Computing Systems (CHI) | 2012

M-Days Conference: Doki Doki Dash (Master's Thesis) featured

Annual Report for the Frankfurt Fair | 2012

BBC: SocialDrinkster (now Qmigo) featured

"Technology and art fuse in NYC" | 2010

Microsoft Research Design Expo

Presenter | 2010

National Asian American Journalists Association: Conference Speaker

"How To Make Your Covers Pop!" | 2007