

# Cindy Zhang

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## EDUCATION

### University of Cincinnati

Cincinnati, OH

College of Design, Architecture, Art,  
and Planning (DAAP)

Communication Design

Class of 2023 | 3.795/4.0 GPA

Granted the 2023 Outstanding

Co-Op Student Award

### Lakota West High School

West Chester, OH

Class of 2018 | 4.1/5.0 GPA

Class Rank 59/561 | Honors Diploma

## SKILLS

### Adobe Creative Suite

Acrobat, After Effects, Animate,  
Dreamweaver, Illustrator, InDesign,  
Lightroom, Photoshop, Premiere  
Pro, XD

### Other Programs

Asana, Blender, Clip Studio Paint,  
Figma, Fusion 360, HTML/CSS,  
InVision, Jira, Microsoft PowerPoint,  
Microsoft Word, Miro, Procreate,  
Sketch, Slack, Wagtail

### UX Research Methodologies

A/B Testing, AEIOU Diagrams,  
Affinity Maps, Card Sorting, Crazy  
Eights Sketching, Field Research,  
Heuristic Evaluation, Information  
Architecture, Interviewing Users,  
Journey Maps, Persona Creation,  
Prototyping, Storyboarding, User  
Testing, Wireframing

### General Design Skills

Brand Identity, Design Research,  
Graphic Design, Illustration,  
Motion Design, Photo Editing, User  
Experience Design, User Interface  
Design, Video Editing, Visual Design

## WORK EXPERIENCE

### Tempur Sealy International | UI/UX Designer

Lexington, KY | Contract / Full-Time | June 2023–February 2024 / February 2024–Present

- Conducted usability tests on website prototypes to identify consumer pain points and refine UI designs, enhancing the overall consumer experience.
- Managed high-priority projects and met tight deadlines, completing 95% of tasks a week ahead of schedule, enabling early review and adjustments.
- Optimized page load by over 50% by resolving image file formatting issues.
- Built landing pages with responsive web design using Wagtail (content management system) and HTML/CSS, saving 10+ hours on development.
- Spearheaded the creation of 100+ high-impact marketing assets for 4 prestigious brands, driving increased sales and brand engagement during holidays, product launches, and promotions.

### Chamberlain Group | UI/UX Design Co-Op

Oak Brook, IL | Full-Time | January 2022–April 2022 / August 2022–December 2022

- Collaborated with 5 designers to discover, define, and deliver a new line of products for commercial parking and the residential garage.
- Mentored interns in user research, UX design principles, and usage of Figma.
- Translated research insights into multiple design concepts and collected feedback through user interviews to improve product features.
- Defined UI designs using iOS and Android kits and prototyped wireframes for a parking app and a touchscreen home hub based in the garage.

### The Live Well Collaborative | UI/UX and Design Research Co-Op

Cincinnati, OH | Full-Time | August 2020–December 2020 / May 2021–August 2021

- Collaborated with a cross-functional team and met with clients Cincinnati Children's Hospital and Procter and Gamble weekly to gather feedback on work progress and set project goals, creating an efficient design process.
- Employed user-centered research methods and led brainstorming workshops to better understand user needs, encourage creative problem-solving, and devise strategic design concepts.
- Developed high-fidelity visual designs and content for a medical website and animated a video for families with hearing loss guided by rounds of A/B testing, stakeholder interviews, iterative improvements, and usability testing.

### Crown Equipment Corporation | Interaction Design Co-Op

New Bremen, OH | Full-Time | January 2020–March 2020

- Worked in an agile environment with sprint planning and regular reviews with developers and project managers using Jira.
- Produced UI designs for forklifts in collaboration with engineering teams.
- Conducted usability tests with technicians to improve navigation and operating experience in the warehouses.
- Wrote extensive design system documentation for internal developer teams.