

Cynthia Lee

UI/UX DESIGNER | INTERACTION DESIGNER | PRODUCT DESIGNER

USA California • (626) 464-3317 • leeee_cynthia@126.com

www.cynthialeee.com • www.linkedin.com/in/cynthiaaa-lee

HIGHLIGHTS

- ✓ Creative, collaborative, and empathetic designer as demonstrated with 3 years of UIUX 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

Interaction Design Major | Current GPA: 3.7 / 4.0

Pasadena, California

2018 Fall – 2022 Dec

Double Minor: Business Minor & DesignMatters Minor

- Received recognition on the Provost's List which honors students who demonstrated excellence in their studies.
- Received ArtCenter's excellent student scholarship in fall 2021& Spring 2022.

WORK EXPERIENCE

Johnson & Johnson MedTech

Irvine + remote, California

UI/UX Design Internship (Industrial Design Human Factors)

Sep- Dec 2022 | Jan - April 2022

- Collaborated and supported product, design, and engineering teams for 3 innovative medical devices in the research, concept, prototype, and development phase
- Provided new digital user experience and interaction strategy designs using research and data from user surveys, customer and market data, and industry trends for 3 new features
- Analyzed the current user interface system and emergency notification feature for medical devices and proposed new product, system, and UI designs
- Demonstrated strong communication, presentation, and storytelling skills backed by research, data, and user empathy to persuade engineering, senior designs, and management team
- Tools used: PS, AI, Figma, Principle.

Activision Blizzard, Inc.

Irvine + remote, California

UI/UX Design Internship

May 2022 – August 2022

- Responsible for several banner designs for Overwatch 2 (top best-selling game in the world) across the user journey: new player joining, user account synchronization, and onboarding
- Resigned and overhauled Overwatch2's League hub by studying the official website, understanding previous UX design, key pain points, and core player needs and feedback
- Created a new information architecture and UI Design for the OWL hub and presented it to senior management at the company's monthly milestone conference and received strong approvals to be implemented by May 2023
- Assisted the design lead to re-plan and re-design the player options menu in the game settings, focusing on implementing more straightforward and seamless design interfaces using design languages
- Tools used: PS, AI, Figma, TED.

SKILLS

Adobe Software: Adobe Photoshop, Illustrator, InDesign, XD, Principle, After Effects, Lightroom, Media Encoder

Prototype Software: XD, Sketch, Invision, Figma, 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:** Fluent English. Native Mandarin& Taiwanese. Beginner German.