

Cynthia Cui

Digital Designer

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Experience

Product Designer

Curiko – February 2023 to September 2024

- Led complete redesign of explore page; responsive prototypes drove 16% conversion lift.
- Conducted user research with 10+ community members and competitive analysis to inform design strategy.
- Executed iterative testing/validation; collaborated with cross-functional team of 5+ engineers and senior designers.
- Delivered new homepage and confirmation page designs; earned positive usability feedback.

Lead Designer

Asian-Indigenous Relations Collective – May 2024 to Present

- Directed end-to-end design for inaugural conference, securing \$45,000 funding and 100+ attendees.
- Facilitated workshops & journey mapping sessions; built brand identity and visual system from concept to launch.
- Designed marketing materials for 10+ panels/events, fuelling 350% affiliate partnership growth.

Freelance Designer

October 2023 to Present

- Delivered user-centered websites, apps, and graphic design assets for diverse clients.
- Translated design concepts into robust, production-ready code by working with cutting-edge generative technologies.
- Developed intuitive interfaces that improved engagement and client business growth.

Website Developer

Simon Fraser University – July 2023 to September 2024

- Built Transnationally Indigenous website with custom WordPress composable blocks.
- Improved content management by 60% and mobile responsiveness; optimized SEO to secure #1 Google ranking.
- Produced onboarding documentation, reducing new hire training time by 50%

Skills

Design & Research:

UX/UI Design, Graphic Design, Design Systems, Prototyping (Figma, XD), Usability Testing, Information Architecture, Accessibility Compliance

Technical:

HTML/CSS, JavaScript, WordPress Custom Dev, Responsive Web Design, SEO Optimization

Collaboration:

Agile (Jira, Linear, Confluence), Stakeholder Management, Cross-Functional Teamwork

Education

Simon Fraser University

Master of Arts, Human-Computer Interaction

University of British Columbia

Bachelor of Arts, Psychology (Social & Personality)