

Cindy Xu

PROFESSIONAL EXPERIENCE

Senior UX Designer

Curriculum Associates | July 2022 - present

- Collaborate with product management, editorial, and engineering teams to design workflows and internal authoring tools that are used to create learning material used by over 10 million students throughout 8,000+ school districts
- Lead the redesign and development of new features for Content Editor, utilizing ongoing feedback from our editorial team to inform design decisions
- Projects: Educator experience settings overhaul, middle school assigning experience, report export scheduler, asset management platform redesign, online educator learning platform redesign, Kudos (Hackathon winning team)

Product Designer

Worlds.org (web3) | September 2021 - July 2022

- Contributed to the product vision, branding and visual design of our first person shooter demo, economy management platform, admin dashboard, presentation materials, & website
- Created mockups of game UI for Unreal Engine Fortnite and worked closely with game developers to implement designs and ideas for a FFA map
- Designed and project managed implementation of website from inception to launch

UX Design Researcher

Mach49 | October 2021 - February 2022

- Designed user surveys and interview scripts, conducted outreach, participant recruiting, and user interviews to discover user behavior and pain points regarding electric vehicles as well as synthesize sessions to corroborate findings
- Led the design of low fi wireframes for initial solutions to test

Digital and Marketing Specialist

Withersworldwide | December 2017 - July 2022

- Designed compelling visual communications, marketing materials and email blasts using InDesign, Illustrator and eMarketing platforms and ensured that they adhered to branding guidelines (both print and digital)
- Executed successful digital campaigns and podcast launches end to end from designing the imagery to distribution, promotion and performance analysis
- Regularly designed and managed website content and wrote social media and thought leadership copy that reaches over 20,000 followers and visitors via LinkedIn, Twitter and Propeller CMS

UX Designer / Commit mobile game

Yunity | September 2020 - September 2021

- Independently designed the first iteration of a mobile app that gamifies and encourages individuals' involvement in social causes such as climate change

ADDITIONAL EXPERIENCE

Marketing Manager

Axie Infinity (Sky Mavis) | August 2022 - October 2022

Graduate UX Research Assistant / Misinformation Trails on Twitter

University of Washington | June 2020 - September 2020

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<https://dribbble.com/thecindyxu>

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EDUCATION

University of Washington, MS

Human Centered Design and Engineering

September 2019 - June 2021

New York University, BA

Psychology

September 2012 - May 2016

SKILLS

RESEARCH: user interviews, usability testing, survey design, competitive and user research, heuristic evaluation, thematic analysis, A/B testing

DESIGN: UX and UI design, visual design, interaction design, information architecture, journey mapping, storyboarding, wireframing, prototyping, color theory, typography

PROGRAMMING: HTML, CSS, Javascript

OTHER: digital marketing, CRM, SEO

TOOLS

Illustrator
InDesign
Photoshop
After Effects
Sketch
Invision
Figma
Zeplin
Framer
Adobe XD
Axure
Tableau
Airtable
Miro
Unreal Engine
iMovie
Balsamiq