CINDY HE

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EXPERIENCE

UIUX Designer, Renewed Vision
Remote (Alpharetta, GA) · August. 2023 - Present

Led UX design across ProPresenter macOS and web user account management, creating subscription onboarding and business model integrations that drove 3,000+ subscribers in the first two weeks and supporting 102.7K+ sessions every 30 days. Redesigned complex onboarding and beta workflows for live-production users, created shared design system components, and delivered cross-functional initiatives including ProContent, ProScoreboard, reseller portal, and cloud enhancements, turning ambiguous problems into scalable solutions.

Assistant designer, Torqata Data and Analytics
Remote (North Carolina) · June. 2023 - August. 2023

Led UI/UX design in the marketing team across social media, web redesigns, and design-marketing integrations. Developed and optimized UI elements for key web pages to enhance the customer journey and boost conversion rates. Conducted usability tests within Agile workflows, analyzed features, and produced diagnostic reports to inform and drive website improvements.

UX/ Visual Designer, WestOeast
Remote · April. 2022 - January. 2023

Collaborated with a multidisciplinary team to optimize functionality across social media articles, UI/UX, web, brand, and editorial concepts for notable clients including DHL, ASU, and AWS. Built cross-cultural, bilingual marketing websites and mobile experiences while delivering innovative solutions for online marketing services, resulting in a 10% improvement in customer satisfaction.

Designer, DESIS Lab at Yonsei University
Seoul, South Korea · September. 2021 - January 2022

Collaborated with lab researchers on UI and interaction design at the universal design level. Created high-fidelity wireframes for users with disabilities, addressing accessibility needs through key features such as campaigns and awarding. Researched and enhanced original Korean UI design styles and refined prototypes to guide future improvements for more diverse user interactions.

Illustration/ Design Editor, The Daily Orange
Syracuse, NY · Aug. 2020 - May 2022

Led the illustration team in collaboration with digital editors to produce visual content for website, social media, and print across news, sports, and culture sections. Designed infographics and in-text imagery for high-profile projects, including Oscar Guides and Myslice Guide, increasing online click-through rates by 15%, and coordinated visual strategy across multiple content channels to ensure cohesive storytelling and enhance audience engagement.

ETC.

Design researcher, Speculative HCI Design Lab
Syracuse, NY · April. 2022 – September. 2022

Conducted literature research and supported the design of a web exhibition portfolio on human-technology interaction in future warehouse workplaces. Applied concept-driven interaction design to explore speculative work environments, examining break time and efficiency in collaboration with SU students and an HCI professor.

Product specialist, Apple Retail
Syracuse, NY · July 2022 – December. 2022

Applied user-centered approaches to assess customer needs and behaviors, delivering tailored solutions that enhance product experiences. Communicated complex features effectively, translating technology into intuitive, accessible experiences for a diverse audience and supporting design-informed decision-making.

EDUCATION

Syracuse University
B.S. Web design & Management
Minor: Design Studies
Dean's List 2019, 2020, 2021, 2022, 2023
Adam Levitt '03 Award for Excellence in Innovation

Yonsei University
Human Environment & Design (HCI)
Semester abroad Program I 2021 Fall
S-Award for Department Design Exhibition

EXPERTISE

Skills & Domains
UX Design, User Research, Cross-cultural design
A/B testing, Wireframing, Prototyping
Interaction Design, Publication Design
Design Systems, Iconography
Art Direction, Branding, Illustration

Tools & Softwares
Figma, Sketch, Adobe Xd, InVision
Adobe CC (Ps, Ai, Id, Ae, Lr)
HTML, CSS, Javascript, Python(Pandas)
Hotjar, Jira, Notion, Cargo