



CYNTHIA CHONG

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HARD SKILLS

UI

Graphics
Illustration
Interaction Design
Interface Design
Prototyping
Photo optimizing
Sketching
Storytelling
Wireframing

UX

Affinity Diagram
Card Sorting
Competitive Analysis
Information Architecture
Persona & Scenario
Statistical Analysis
Usability Testing
User Feedback Collection
User Interview
User Journey Map
User Process Flow
User Research

SOFT SKILLS

Agency Experienced
Trilingual
Client Management
Customer Behavior
Customer Experience
Conflict Management
Creative Solution
Cross-Functional Collaboration
Deadline Environments
Entrepreneurship
Idea Conceptualization
Leadership/Mentoring
Marketing Strategy
Multidisciplinary Design
Organizational Development
Task Prioritization
Presentation
Problem Resolution
Project Management
Process Improvement
Time Management
Workflow Management

LANGUAGES

Cantonese
Mandarin
English

HIGHLIGHTED WORK EXPERIENCE

UI/UX Design Lead & Founding Product Designer | Remotely

March 2020 - Present

Led end-to-end UI/UX design for multiple MVPs and production web and mobile applications, owning the full lifecycle from concept through launch. Delivered 0→1 B2B and SaaS products by translating complex business goals into scalable, user-centered experiences. Collaborated with 50+ clients, including Fortune Global 500 companies, startups, enterprises, and non-profits, completing 100+ projects on time and driving strong client satisfaction and repeat engagements. Led user research initiatives—including user interviews, A/B testing, persona development, and journey mapping—to inform data-driven design decisions. Designed core UX artifacts such as user flows, wireframes, interactive prototypes, design systems, and in-app visuals, while partnering closely with CEOs, founders, developers, and marketing teams to advocate for users and align design solutions with business and technical objectives.

Collaborate with clients included Adobe, Datapalago, Booming Tech, Truebill. etc.

Co-Founder & UI/UX Design Lead | Meetomate, Remotely

May 2024 - May 2025

Lead, mentor, and inspire a team of talented designers and engineers, driving the design strategy to align with our social meetup app's goals while maintaining high standards of quality and brand consistency. Overseeing the zero-to-one product, design projects, collaborate with cross-functional teams, manage brand guidelines, and ensure user-centered design solutions that enhance user engagement and satisfaction. Successfully launched the MVP on the App Store in March 2025.

UX Designer | Western Digital, Irvine CA

November 2023 - May 2024

Collaborate closely with marketing, e-commerce, Project Management Office (PMO), and social teams. Responsible for the design and maintenance of web-oriented content including B2C and B2B corporate sites, e-commerce sites, microsites, social platforms, and emails.

- Seamlessly infuse Western Digital's brand identity, visuals, and tone of voice into all digital communications including email campaigns, seasonal, evergreen, and core digital content.
- Translate marketing and branding strategies into successful, engaging creative content and interfaces.
- Collaborate effectively with cross-functional teams, including copywriters, fellow designers, producers, and the operations team.
- Respond to design changes under different user scenarios across various devices swiftly
- Present creative vision, concepts, and works in progress to leadership, stakeholders, and peers.
- Take full ownership of projects from concept through production.
- Work autonomously when needed and manage multiple projects within tight deadlines.

Experience Designer | FreshForm, San Diego CA

August 2021- August 2023

Responsible for facilitating the creation of experiences through systems level thinking, high quality design artifacts, and creative solutions. Directly report to the Chief Strategy & Innovation Officer and work across multiple projects for large, complex organizations. Deep empathy for the customer, big picture thinking, continuous curiosity, and a natural inclination to challenge the status quo. Professional hands-on experience designing polished user interfaces with additional training, background or knowledge in both User Experience (UX) and Human-Centered Design (HCD).

- Lead and/or support the creation of innovative, user-centered designs, from initial concept to post-launch iterations, following modern techniques and current best practices for creating digital experiences.
- Effectively present design recommendations, user interactions and rationale to FreshForm's senior staff and the client's stakeholders throughout all aspects of the process.
- Collaborate on design solutions with strategists, designers, and developers as part of a sprint team.
- Define the visual and user interface design for enterprise level design systems to be used across products, brands and digital interfaces.
- Lead projects with client included HP, Cepheid, and Digital River, etc.



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TOOLS

Software

Adobe AfterEffect

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere

Adobe XD

Abstract

Canvas

Figma

Git

GoDaddy

Hostinger

Frame

Miro

MS Office

Monday.com

Sketch

Wix

Wordpress

Programming

CSS

HTML

JavaScript

jQuery

OTHER RELATED EXPERIENCE

Data Control Assistant

Event Planner

Fashion Designer

Graduate Grader

Gallery Assistant

Lab Monitor

Legoland Photographer

Marketing and Adv.Intern

Museum Operator

Research Assistant

Student Services

CERTIFICATE

Forrester

Mastering CX

Udemy

Design Communication

Digital Marketing for 2021

Adobe XD Masterclass

UCI X Coursera

Time Management for

Personal & Professional

Productivity

HIGHLIGHTED WORK EXPERIENCE

Sr. Graphic Production Artist | Apple, Sunnyvale CA

July 2020 - August 2021

Executed in a senior-level role supporting, and identifying opportunities regarding automation, process, design, file format, and technical improvements. Expertise includes utilizing photoshop comps, and output web graphics to update product imagery and UI elements. Utilize Version Control System to check-in web graphics and visual assets.

- Optimize efficient production and localization workflows using slices, smart objects, and layer comps through structuring Photoshop comps.
- Administer final review of deliverables to ensure flawless layout, images, text, and links.
- Cultivate strong working relationships designers, developers, and engineers to ensure transparency of information and problem resolution through collaboration.
- Showcase leadership through coordinating training of newer team members with support from team leads and production managers.

Graphics Designer | URi Global, Torrance CA

December 2017 - August 2018

Executed in a leadership role through providing design and production concepts to perform projects oversight. Expertise included prepare necessary files for web, digital, and print productions, supported design related tasks existing and future clients.

- Conceptualized, designed, and produced original and creative advertisements for clients.
- Engaged in collaborative communication between marketing team, interactive team and creative team to ensure optimal project outcomes.
- Created and designed graphics for advertising campaigns and promotional events, including graphical presentations and in-store display graphics using color, type, illustration, photography, animation, and various print techniques.
- Lead projects with client included Hyundai Motor America, Nongshim, and China Airlines, etc.

Graphics Director | ASUCD- Picnic Day, Davis CA

August 2016 - May 2017

Served in a management role in the design of visuals and graphic identity for the organization which included logo, posters, letterhead, schedule of events, t-shirts, frisbee, buttons, social media posts, award certificates, and other materials as requested by the Chair and Directors. Event held 70,000 attendees, published 10,000 schedules of events, sold over 900 shirts, distributed 350 frisbees and gave away 500 buttons.

EDUCATION

Westcliff University

Present - Class of 2026

Doctor of Business Administration (DBA)

Business Intelligence & Data Analytics

GPA: 3.80/4.0

DePaul University

Class of 2020

Master of Science, Human-Computer Interaction (HCI)

Graduated with Distinction

GPA: 3.96/4.0

University of California, Davis

Class of 2017

Bachelor of Arts, Design &

Bachelor of Arts, Art Studio

Graduated with Double Honors

Total GPA: 3.75/4.0