



CYNTHIA CHONG

SENIOR UI/UX DESIGNER · FOUNDING PRODUCT DESIGNER

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CORE SKILLS

UX

User Research · User Interviews · Usability Testing · A/B Testing · Persona & Scenario · User Journey Maps · Information Architecture · Competitive Analysis · Affinity Diagram · Card Sorting · Statistical Analysis

UX

Interaction Design · Interface Design · Prototyping · Wireframing · Design Systems · Storytelling · Illustration · Sketching

LEADERSHIP

Founding Designer · 0→1 Product · Cross-Functional Collaboration · Client Management · Mentoring · Agency Experience · Entrepreneurship · Project Management · Process Improvement

DESIGN TOOLS

Figma · Sketch · Adobe XD · Photoshop · Illustrator · InDesign · After Effects · Premiere · Abstract · Miro

WEB & WORKFLOW

HTML · CSS · JavaScript · jQuery · Git · WordPress · Hostinger · Wix · Monday.com · MS Office · Jira

LANGUAGES

Native- Mandarin · Cantonese Professional - English
Beginner- Japanese · Vietnamese

EDUCATION

Westcliff University- Doctor of Business Administration (DBA) Business Intelligence & Data Analytics
Class of 2026 · Scholarship · GPA 3.80/4.0
DePaul University- M.S., Human-Computer Interaction
Class of 2020 · Distinction · GPA 3.96/4.0
University of California, Davis- B.A. Design & B.A. Art Studio
Class of 2017 · Double Honors · GPA 3.75/4.0

CERTIFICATIONS

Forrester — Mastering CX
Udemy — Design Communication; Digital Marketing, Adobe XD
Masterclass
UCI × Coursera — Time Management for Personal & Professional Productivity

WORKING EXPERIENCE

UI/UX Design Lead & Founding Product Designer

Independent/ Remote | March 2020 - Present

Founding-level designer across multiple early-stage and enterprise engagements, owning end-to-end design from problem framing through post-launch iteration.

- 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 for clients including Adobe, Datapalago, Booming Tech, and Truebill.
- Collaborated with 50+ clients — Fortune Global 500 companies, startups, enterprises, and non-profits — completing 100+ projects on time and driving strong repeat-engagement rates.
- Led user research initiatives — interviews, A/B testing, persona development, and journey mapping — to inform data-driven design decisions.
- Designed core UX artifacts including user flows, wireframes, interactive prototypes, design systems, and final UI; partnered closely with CEOs, founders, engineers, and marketing teams to align design with business objectives.

Co-Founder & UI/UX Design Lead — Meetomate

Remote · May 2024 – May 2025

Co-founded a consumer social meetup startup; led design from blank canvas through public App Store launch.

- Owned design strategy, brand, and product end-to-end, shipping the MVP on the App Store in March 2025.
- Led and mentored a cross-functional team of designers and engineers, maintaining quality, brand consistency, and shipping cadence.
- Defined the foundational design system and component library that scaled from MVP through launch.
- Drove user-centered design solutions to enhance engagement and retention in a competitive consumer category.

UX Designer — Western Digital

Irvine, CA · November 2023 – May 2024

Designed B2C, B2B, and e-commerce experiences across Western Digital's brand portfolio in close partnership with marketing, e-commerce, PMO, and social teams.

- Translated marketing and branding strategy into engaging creative and conversion-focused interfaces across web, microsites, email, and social.
- Infused Western Digital's brand identity and tone of voice into seasonal, evergreen, and core digital content.
- Took full ownership of projects from concept through production; managed multiple workstreams under tight deadlines.
- Presented creative vision and works in progress to leadership, stakeholders, and peers.

Experience Designer — FreshForm

Remote · August 2021 – August 2023

Reported to the Chief Strategy & Innovation Officer; led design across enterprise client engagements with deep empathy for the customer and big-picture systems thinking.

- Led innovative, user-centered designs from initial concept through post-launch iteration following modern best practices.
- Defined visual and UI direction for enterprise-level design systems used across products, brands, and digital interfaces.
- Presented design recommendations and rationale to FreshForm senior staff and client stakeholders throughout discovery, design, and delivery.
- Led projects with clients including HP, Cepheid, and Digital River; collaborated closely with strategists and engineers as part of sprint teams.

Sr. Graphic Production Artist — Apple

Sunnyvale, CA · July 2020 – August 2021

- Senior production role optimizing Apple.com workflows for product imagery and UI elements; identified opportunities for automation and process improvements.
- Structured Photoshop comps using slices, smart objects, and layer comps to enable efficient production and localization.
- Performed final review of layout, images, text, and links to ensure flawless deliverables.
- Coordinated training of newer team members alongside team leads and production managers.

Earlier Experience

- Graphics Designer, URI Global · Torrance, CA · Dec 2017 – Aug 2018 — designed advertisements and campaigns for Hyundai Motor America, Nongshim, and China Airlines.
- Graphics Director, ASUCD Picnic Day · Davis, CA · Aug 2016 – May 2017 — directed visual identity for an event with 70,000 attendees.