



CYNTHIA CHENG

UX/UI Designer

EXPERIENCE

UX DESIGN INTERN, ABBY RYAN DESIGN

Philadelphia, May – Sep 2019

- Researched and generated AR feature ideas for Elfreth's Alley Museum AR Project.
- Designed Snapchat filters about stories of Elfreth's Alley by using LensStudio to increase the interaction rates with customers.
- Designed and produced infographic AR Philly Row House poster for exhibition and publicity by using illustration, motion graphic, and AR skills.
- Planned Horatio B Hackett School block party event, designed the poster, and illustrated the commercial.

UX DESIGN INTERN, 21XDESIGN

Philadelphia, May – Sep 2019

- Researched on user behaviors, goals, and motivations for the redesign of 21XDesign website.
- Generated SWOT analytics for 21XDesign and helped in setting a direction for the re-pivoting of the company.
- Redesigned the responsive website to improved user experience and to increase engagement rate.

REPORT & DESIGNER, TIANJIN POLYTECHNIC UNIVERSITY

China, 2011 – 2012

- Redesigned the university's website with Sketch and made it responsive, interactive, and compatible by using H5, CSS, and Javascript.
- Illustrated the university's homepage head section using Adobe Illustrator.
- Designed University News includes graphic design and taking photos and videos.
- Worked with China Central Television team to cover the 6th Chinese University Basketball Super League (CUBS) as a reporter and photographer in 2012.

AWARDS & HONORS

WINNER – AIGA FLUX NATIONWIDE STUDENT DESIGN COMPETITION

2019

Three Projects won out of around 1,000 entries.

- **Vegetopia** (UX/UI) Aug – Jan 2018
- **The Farm Beats** (Creative Coding) Jan – May 2019
- **Solar System** (Creative Coding) Jan – May 2019

THE FIRST PLACE – NBCUNIVERSAL DATA ANALYTICS CHALLENGE

Oct 2018

First place out of around the 200 entries across six colleges from Temple University.

- **E-Sport Infographic Animation** (Data Visualized/Motion Graphic)
Displayed visualized analytic data on the esports industry and provides recommendations to media companies on how to engage with esports users.

EXHIBITING IN THE P5.JS OFFICIAL WEBSITE SHOWCASE

2020

- **The Farm Beats** (Creative Coding)

EDUCATION

M.F.A. GRAPHIC & INTERACTIVE DESIGN GPA: 3.77

Philadelphia, 2018 – 2020

Temple University, Tyler School of Art & Architecture

M.A. WEB DESIGN & NEW MEDIA GPA: 3.3

San Francisco, 2015 – 2018

Academy of Art University

B.A. VISUAL COMMUNICATION GPA: 3.7

China, 2010 – 2014

B.M. ACCOUNTING

Tianjin Polytechnic University

PORTFOLIO

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CONTACT

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SKILLS

Experimental Research
Information Visualization
Responsive Design
Interactive Prototyping
Usability Testing
Visual Design
Motion Graphic
Illustration

TOOLS

ADOBE CREATIVE SUITE

- Adobe Photoshop
- Adobe Illustrator
- After Effect
- InDesign
- Premiere
- Adobe XD

USER INTERFACE

- Sketch
- Figma
- Principle
- InVision
- Marvel

FRONT END

- HTML5
- CSS
- JavaScript
- P5.JS

INTERACTIVE

- MadMapper
- Lens Studio