

CINDY CHAN CRAIG

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USER EXPERIENCE DESIGNER

Passionate designer dedicated to crafting user-centric solutions that drive impactful outcomes. I've demonstrated expertise in project management and collaboration within diverse team environments. I'm passionate about leveraging my educational background to champion user advocacy and develop accessible, inclusive, and intuitive products. My skills in human-centered design methodologies consistently deliver solutions that align with business goals while enhancing the lives of end users. Fluent in English and Cantonese.

Project Management | Google Suite | Figma | Adobe Creative Cloud | Visual Design | User Interface Design | User Experience Design | Cross-Functional Communication | User Flows | User Research | Mockups | Usability Testing | Information Architecture | Prototyping | Presentation | Heuristic Evaluation | Time Management | Wireframing | Prioritization | Visual Storytelling | User Advocacy | Journey Mapping | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Click Learning Co., UX Designer and UX Researcher | Mar 2023 - Present

- Achieved a 3pt+ lift in overall satisfaction and engagement metrics, positively impacting satisfaction scores via usability surveys, and delivering an enhanced design experience.
- Drove the development of a robust feature set for an educational startup, resulting in an improved user experience and positively impacting usability via comprehensive UX research, recommendations, and designs.
- Revamped the user portal, implementing intuitive design changes that significantly improved usability and navigation for users across multiple distinct features.
- Collaborated closely with development teams, ensuring the alignment of user experience strategies with technical capabilities and constraints.
- Played a pivotal role in final decision making through meticulous design editing and iteration, ensuring consistently high-quality user experiences.

UX Designer and UX Researcher, Uplift | October 2023 - November 2023 | remote

- Delivered intuitive user experiences by translating concepts into user flows, wireframes, and prototypes.
- Facilitated the product vision through research, concept development, sketching, prototyping, and user-testing to enhance digital products that drive product-market fit.
- Advanced a user-centered design approach, rapidly testing and iterating on designs to inform strategic design and user-experience recommendations.

UX Researcher, Capsule Kaiba | March 2023 - June 2023

- Optimized user experiences and increased platform effectiveness by performing user interviews, conducting rigorous usability testing, and skillfully synthesizing data to inform design decisions on a job search platform.
- Implemented strategic design changes, resulting in a significant 9% increase in website visitors, a notable 16% rise in new user registrations, a substantial 17% growth in subscriber numbers, and an impressive 37% surge in follower engagement

UX Designer, Fellowship, General Assembly | 2022 - 2023

- Conducted 500+ hours of UX/UI Research, Design, and UX Writing for multiple projects, collaborating with clients and team members to create user-centered designs for various applications and features.

Educational Consultant, Various Contracts | 2005-2022

- Delivered transformational educational experiences for over 400+ learners across 3 states.
- Provided personalized learning plans, facilitating effective communication, and delivering engaging learning experiences to enhance students' understanding and performance.
- Built a strong track record of fostering collaborative relationships between educational institutions, parents/guardians, and learners.

Educator, Cornerstone Academy

- Drove learner retention and increased comprehension (topline business metrics) via tailored instructional strategies to meet the specific needs of each student and accommodated diverse learning styles and abilities.
- Spearheaded the development of comprehensive curricula encompassing 8 subjects, ensuring alignment with academic standards while infusing creativity and practical application of cross-disciplinary thinking.

EDUCATION

User Experience Design Immersive | General Assembly

MA, Education | San Francisco State University

BA, Sociology | University of California, Davis