Cynthia Lee

UI/UX DESIGNER | INTERACTION DESIGNER | PRODUCT DESIGNER

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Adobe Software: Adobe Photoshop, Illustrator, InDesign, XD, Principle, After Effects, Lightroom, Media Encoder, Premiere Pro
Prototype Software: XD, Sketch, Invision, Figma, Webflow, Wix | **Programming Software**: HTML, CSS, JavaScript
Skills: UX (research & user tests), UI (wireframe & prototype & flowchart), Interaction Design, Market Research, Responsive Design, Persona, Information Architecture & Sitemaps, User Journey & Scenarios & Mockup, Animation, Graphic Design, Visual Design, 3D model design with C4D. | **Languages:** English, Mandarin, Taiwanese

EDUCATION

ArtCenter College of Design   *Pasadena, California*

Interaction Design Major │ Current GPA: 3.8 / 4.0   *2018 Fall – 2022 Dec*

Double Minor: Business Minor & DesignMatters Minor
- Received recognition on the Provost's List which honors students who demonstrated excellence in their studies.
- Received ArtCenter's excellent student scholarship in fall 2021& Spring 2022.

WORK EXPERIENCE

Microsoft - Activision Blizzard, Inc.   *Irvine + remote, California*

UX Designer   *May 2022 – Present*
- Led end-to-end UX design for core gameplay and monetization systems across both PC and Console platforms, including major new features and high-impact redesigns.
- Collaborated closely with UI artists, engineers, product managers, and QA to deliver polished, scalable, and user-centered experiences under tight development timelines.
- Designed and launched multiple new in-game features that significantly enhanced overall gameplay experience, increased player satisfaction, and improved engagement and conversion rates.
- Applied data-informed design strategies using player feedback, usability testing, and competitive research to address pain points and refine interaction flows.
- Advocated for inclusive design principles and accessibility considerations to support a global and diverse player base.
- Demonstrated strong cross-functional communication, storytelling, and presentation skills to align stakeholders across disciplines.
- Tools used: Figma, FigJam, Photoshop, Illustrator, Principle, Confluence, Jira

Johnson & Johnson MedTech   *Irvine + remote, California*

UI/UX Designer · Internship (Industrial Design Human Factors)   *Sep- Dec 2022 | Jan - April 2022*
- Collaborated with product design and engineering teams for 3 innovative medical devices in research, concept, prototype, and development phases.
- Provided new digital user experience and interaction strategy designs using research and data from user surveys, customer and market data, and industry trends for 3 new features.
- Analyzed the current user interface system and emergency notification feature for medical devices, proposing new product system and UI designs.
- Demonstrated strong communication, presentation, and storytelling skills backed by research data and user empathy to persuade engineering, senior design, and management teams.
- Tools used: PS, AI, Figma, Principle.

UBOX Limited (NFT Marketplace & NFT Game)   *Remote, California*

UIUX Designer   *Sep 2021 – Present*

- Responsible for the UBOXSEA NFT marketplace mystery box UI/UX website design and iteration.
- Conducted market research and designed the game UI for NFT games.
- The tool used: PS, AE, C4d, Figma.

ASUSTek Computer Inc. (World's 5th-largest PC Manufacturer)   *Shanghai, China*

Visual Interaction Designer   *Jan 2021 – May 2021*

- Responsible for the look-and-feel communication design and personality of the computer backlight LED animation system of the ROG Magic 14 Gaming Series, as well as the user experience of the internal LED light system.
- Collaborated with interdisciplinary teams, including product managers, technical experts, and marketing departments, in all phases of project work, including market and consumer research, prototypes, project execution, iteration, and delivery.
- Elevated the user experience by implementing seasonal and festive activities (Valentine's Day, Halloween, etc.) into the LED light board design.
- Created concepts for wireframes, prototypes, UI mockups, and information architecture, focusing on how the LED light system interacts with the entire design and user experience.
- The tool used: PS, AI, AE, Figma