

# Cindy Phung

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## Education

### Masters of Science, User Experience

Expected May 2026

Arizona State University

### Bachelors of Fine Art, Graphic Design

August 2019 – May 2023

University of Illinois, Urbana-Champaign, Minor: Informatics

## Professional Experience

### Jr. UX/UI Design Associate, Cargill Inc.

July 2023 – September 2024

- Spearheaded design of a cross-platform tool (mobile, tablet, web) for Canadian growers, streamlining tracking of Crop Inputs documents and transactions with Cargill and decreasing support calls by 20%.
- Facilitated usability testing with 10 users, transforming feedback into actionable insights and gaining 100% stakeholder approval, driving key design updates.
- Created and maintained a scalable design system including variable components in Figma with detailed up-to-date documentation for seamless collaboration between developers and designers.

### UX/UI Design Intern, Cargill Inc.

January 2023 – May 2023

- Applied agile methodology to prioritize and iterate on 20+ designs in Figma, soliciting client feedback to refine solutions and improve efficiency.
- Redesigned a tool for commercial clients to view crop projections and pricing by simplifying complex data visualizations and KPIs, accelerating read time by 10%.
- Collaborated closely with senior technical coaches and software engineering interns to navigate cross-functional teamwork and integrate feedback from multiple disciplines into design solutions.

### UX/UI Design Intern, DMC Engineering

September 2022 – January 2023

- Partnered with engineers to ensure feasibility and usability of designs, learning to balance design aesthetics with technical constraints.
- Completed 15+ projects during internship, managing 2-3 projects simultaneously with weekly deadlines, developing strong time management and multitasking skills.
- Crafted user interfaces for industrial equipment, enhancing knowledge of UI/UX best practices in highly specific and regulated environments.

## Projects

### UX Research Volunteer, Bunny's Flowers

January 2025 – March 2025

- Conducted usability testing and a comprehensive audit of the organization's website, identifying key pain points and providing actionable insights to enhance user experience and site functionality.
- Initiated a redesign of the online education portal, simplifying access to educational environmental materials by replacing a maintenance-heavy plug-in with intuitive templates of easy-to-follow instructions.

### Product Designer, Hack4Impact

January 2022 – May 2022

- Performed user research surveys with 10+ users to better understand desires, pain points, and opportunities.
- Collaborated closely with a team of software developers to overhaul functionality of forms, filters, and tagging features, increasing clarity of categories.

## Skills

**Research** – Usability Testing, User Testing, Surveys, Competitor Analysis, Case Studies

**Tools** – Figma, Maze, Mural, Jira, Trello, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

**Design** – Wireframing, Rapid Iteration, Prototyping, Web, Mobile, Tablet, Data Visualization, User Flows, Mock-ups, Information Architecture, Design System Management

**Soft Skills** – Self-Starter, Motivated Learner, Thorough Communicator, Growth-Oriented