

SINDY HUANG

Passionate about solving problems that create impact for the greater good.

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SENIOR PRODUCT/UX DESIGNER

Product/UX Designer with 6+ years of product experience delivering interactive products and gamified systems and 12+ years of design experience. Skilled across the full product design cycle: research, user flows, wireframing, prototyping, usability testing, QA, and delivery. Experienced in design systems, accessibility, research, and client-facing collaboration.

TOOLS

- Figma
- Sketch
- Adobe Creative Suite:
 - Photoshop
 - Illustrator
 - InDesign
 - XD
- JIRA
- Excel
- Miro
- trymata.com
- userinterviews.com
- dovetail.com
- heap.io

SKILLS AND KNOWLEDGE

- UX (User Experience) Design
- UI (User Interface) Design
- Product Design
- UX (User Experience) Research
- Usability Testing
- Accessibility Design (508/WCAG/ADA Compliance)
- Wireframing
- Prototyping
- Journey Mapping
- User Flow Design
- User Persona Development
- Design System Creation and Management
- Print Design
- Cross-functional Collaboration
- Agile Design Methodology
- Project Management
- Content Review and Proofreading
- Design for K-12 Audiences
- Knowledge of Bloom's Taxonomy in Educational Design
- Human-Centered Design

SUMMARY

- Hands-on experience with the full design cycle: discovery, stakeholder alignment, wireframing, prototyping, usability testing, and iteration.
- Client-facing experience presenting design work and collaborating with partners such as Microsoft and TRUTH Initiative.
- Thrives in fast-paced, lean environments, juggling multiple projects with the ability to pivot quickly while maintaining design quality and cross-functional collaboration.
- Maintained and contributed to design systems and component libraries to ensure scalable, consistent, and accessible UI and consistency across products.
- Led user research and usability testing across diverse audiences; synthesized insights into design improvements.
- Partnered with engineering teams, providing dev-ready specs and adapting designs to React and native frameworks.

EXPERIENCE

PRODUCT/UX DESIGNER | EVERFI (Contractor) | Feb 2020 – Dec 2024

Online education platform offering digital courses for K-12 students, employees, and communities.

Collaborated with the EVERFI team to design and develop end-to-end WCAG 3.0 compliant wireframes, prototypes, template libraries, and conducted user testing and course reviews across desktop and mobile platforms.

Notable projects:

- **WORD Force:** designed and tested a 15-game literacy adventure for children (K-2), iterating on UI/UX to improve engagement and retention. Directed usability testing with preschoolers and adapted flows based on insights.
- **Money Moves (Zelle):** designed and gamified a financial literacy course for high school students.

Role Description:

- **End-to-end design:** conducted discovery with stakeholders; created course rhythms, user flows, low- and high-fidelity wireframes, and prototypes for desktop, mobile, and tablet experiences; and launched usability testing.
- **User research testing:** conducted user research via unmoderated tests through prototypes and live sites, using platforms such as Trymata, UserInterviews, and Dovetail. This included diverse audiences such as adults, high schoolers, and preschoolers. Performed a mix of qualitative and quantitative testing and analysis to improve product components, intuitive user experiences, and accessibility.
- **Design system owner:** Managed and maintained design systems and component libraries, ensuring scalability, accessibility, and consistent UI across products. Assisted developers in maintaining and updating the SDK and component library. Partnered with the engineering team, providing dev-ready specs and adapting designs to native framework.

- Mentoring

- **WCAG/Accessibility:** designed WCAG 3.0 compliant wireframes and template libraries, and conducted user testing and course reviews across web and mobile platforms.
- **Cross-functional collaboration:** partnered with a cross-functional team that included Product, Engineering, and LX teams in an Agile environment.
- **Product QA:** conducted QA testing and bug documentation on live alpha sites to ensure quality and usability.
- **Helped define and mature the UX testing process:** integrated usability testing into projects as a standard practice and evolved workflow strategy as team needs grew.
- **Mentor:** onboarded and coached designers with design systems and oversaw work.

PRODUCT/UX DESIGNER | The Game Agency (part of ELB Learning) | Feb 2020 – Dec 2024

B2B product company offering SaaS and custom-built game-based applications for use in education, corporate training, and consumer marketing.

Designed wireframes, created template libraries, reviewed for accessibility, and developed prototypes for corporate education and training programs.

Notable Projects:

- **Microsoft Learn's Cloud Game:** collaborated with cross-functional teams to develop and gamify training materials with complex workflows. Worked closely with the development team in a fast-paced environment to create a facilitator dashboard enabling co-op play functionality.
- **The Training Arcade®** (SaaS Product): contributed to The Game Agency's flagship product line with UX guidelines, design system improvements, and client usability.
- **ELB Learning Design System:** mentored and contributed to the review and feedback process for updating ELB Learning's design system, ensuring consistency and usability across their educational products.

Role Description:

- **Design:** Produced wireframes, flows, and prototypes for SaaS and client-specific projects across different industries.
- **Fast-moving environment:** worked on 3–4 concurrent projects at a time, pivoting between long-term client engagements and urgent internal pitches.
- **Cross-functional collaboration:** worked closely with Dev, PM, LX, and Art teams to ensure functional, engaging designs.

VISUAL DESIGNER | Remine | May 2018 – Aug 2019

Real estate SaaS platform that brings home buyers, home sellers, real estate agents, and lenders together on a single platform.

Partnered with Leadership, Marketing, and Product teams to establish a cohesive brand identity applied consistently across internal and external channels.

Key Projects and Role Description:

- **Art Direction and Brand Identity Development:** worked closely with Marketing and Leadership to create a unified brand identity, driving consistency across all platforms and communications. Provided art direction and strategy to develop comprehensive brand guidelines for both internal and external use and designed a promotional brand book to align all communications.
- **Corporate Landing Page Redesign:** collaborated with Marketing and Engineering to refine brand identity and redesign corporate SaaS landing page.
- **Product Marketing and Social Content:** led the design of wireframes, templates, and high-fidelity mockups for marketing campaigns, social content, and overall art direction.
- **Startup Environment:** adapted quickly to shifting priorities while wearing multiple hats (marketing design and visual design).

EDUCATION

B.A. in VISUAL COMMUNICATION DESIGN

Virginia Polytechnic Institute and State University (Virginia Tech)

Aug 2004 – May 2009