

Cynthia Nguyen-Nikolovska

www.cynthiadesign.me | cynthia@cynthiadesign.me

Skills

Design

Accessibility
Prototypes
Site Maps
Style Guides & Pattern Library
Visual Designs
Wireframes

Research

Design Validation
Interviews
Personas
Surveys
Usability Testing
User Journeys

Software

Abstract
Adobe Creative Suite
Axure RP Pro
InVision
Qualtrics
Sketch

Education

General Assembly, 2016

Visual Design 8-week Course

George Mason University, 2013

Masters of Arts, Human Factors
Psychology and Applied Cognition

University of Texas at Austin, 2011

Bachelor of Science, Dual Major,
Chemistry, Psychology

Experience

Senior Product Designer Watermark Insights

March 2020 - Present | Austin, TX; Remote

Conducted beta research of new software with usability tests and surveys. Prioritized usability issues based on business impact, user needs, and severity that informed the development roadmap for the next 18 months and counting.

After the beta test, collaborate with scrum team to deliver solutions that solve critical usability issues. Currently, 8 blockers and 6 moderate issues have been solved, improving ease of use and user satisfaction.

Contribute to the Watermark Design System that enables designers across 9 scrum teams to create high-fidelity design deliverables more efficiently and with consistent visual styles.

Senior UX Designer Watermark Insights

August 2018 - March 2020 | Austin, TX

Led research and design for software to help university coordinators match students with field experiences. Software reduces users' mental effort, provides smart matches, and shortens work hours.

Devised designs of future system administrator experience to support company's vision and plan next ~5 years' of work.

Co-created UX design components library to help team of 9 designers produce UX deliverables efficiently and with consistent design patterns.

Conducted internal research to enhance processes and collaboration. Research 1 year later showed increase from 40% to 90% of product managers having strong awareness of their designer's progress.

UX Designer Healthfirst

August 2015 - May 2018 | New York, NY

Led user research and designed website to allow small businesses to renew health insurance. User feedback showed superior ease of use compared to competitors' websites.

Facilitated usability tests to improve authorization request process. Team implemented 20 redesign and usability recommendations. Users can more accurately submit authorizations requests.

Saved UX team 100+ hours in design reviews with visual design style guide to ensure consistent styling and branding across websites.

Freelance UX Designer Various Clients

August 2014 - August 2015 | New York, NY

Worked with clients to redesign websites to improve usability and conduct user research to create new websites.