

# Cindy Quach

Product Designer

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## Experience

### UX/UI Designer / Activision Blizzard - Microsoft

JUNE 2024 - SEPTEMBER 2024 (MIDDLETON, WI)

- Redesigned a high-traffic core screen, improving **navigation efficiency by 32% and reducing user confusion by 20% for 350K+ users**
- Designed 2 accessibility features, influencing accessibility overhaul for visually impaired players through co-designing with accessibility experts
- Reduced onboarding and match-joining friction by creating content maps, storyboards, and interactive prototypes, enhancing the user experience
- Accelerated design iteration** by presenting research-backed design rationale in weekly critiques to a **cross-functional team of 40+**, aligning designers, product managers, engineers and leaderships

### UX Designer / RightOn! Education

APRIL 2023 - SEPTEMBER 2023 (PHILADELPHIA, PA)

- Increased leaderboard **engagement by 15%** through field research and behavioral analysis of **80+ users**
- Reduced product **issue resolution time by 40%** through QA testing and cross-team collaboration
- Scaled modular design system in Storybook, **cutting dev time by 60%**
- Led 30+ workshops** to define a 2-year product roadmap, aligning business, user, and technical needs

### UX/UI Designer / Collective Design Agency

JUNE 2022 - APRIL 2023 (NEW YORK, NY)

- Secured **5+ partners** by auditing competitors and redesigning the agency's website
- Drove **1,000+ sales in 3 months** for an AR marketplace with a high-converting e-commerce design
- Established a scalable design system, updating **100+ digital assets** and brand guidelines, ensuring consistency across responsive platforms

## Projects

### Product Designer - Sponsored Project / Vanguard Group

- Spearheaded research and design for an AI-powered internal tool at Vanguard, collaborating with 2 designers and 3 developers to enhance client support efficiency across diverse business needs

### UX/UI Designer - Client work / Atomworks Software

- Streamlined complex B2B SaaS user flows by optimizing developer tools, improving error detection efficiency, and ensuring seamless navigation in high-stakes testing environments

## Education

### Drexel University

B.S. User Experience and Interaction Design

Minor in Psychology

Anticipated Graduation: 06/2025

GPA: 3.83

## Skills

### UX Research Method

Heuristic Analysis, User Interview, Competitive Analysis, Field Research, Qualitative Research, Quantitative Research, Storyboarding, Journey Mapping, Card Sorting, Usability Testing

### UX Design

UX/UI Design, Branding Design, Web Design, Illustration, Visual Design, Wire-framing, Prototyping, Information Architecture

### Design and Technical Tools

Figma, Adobe Creative Cloud, HTML, CSS, JavaScript, Github

## Honors & Awards

Westphal Portfolio Scholarship  
Winner of 2022 Disruptors Games by Qurate Retail Group  
Dean's list, Drexel University