

Cindy Doan

UX/UI Designer



Passionate UX Designer with a background in Psychology, dedicated to creating meaningful, human-centered experiences that merge insights about people with innovative design. Believes that understanding the connection between people and technology is key to designing products that truly resonate.

Career Highlights

- Lead Designer for the redesign of a platform for tracking emotions and behaviors.
- Served as the lead designer for Grady's Garden, an educational platform for K-12 children.
- Curated a blog to inspire and empower individuals who, like me, have taken non-traditional paths in their education, providing encouragement and resources for those seeking to forge their own unique journeys.

Work Experience

UX/UI Designer - Michigan Software Labs - Sept. 2023 to Oct. 2024

- Worked directly with developers, delivery leads, product managers and stakeholders through the end-to-end UX design process in order to create intuitive and engaging user experiences.
- Ideated with an in-house developer to define processes from design to development handoff for a faster product process.
- Conducted and advocated for user research, including interviews, surveys and usability testing through Dovetail and Maze to inform and validate design decisions.
- Developed human-centered wireframes in Figma, focusing on user experience and usability.
- Tracked and analyzed user engagement metrics, conversion rates, and satisfaction scores to assess the impact of design decisions and drive continuous improvement in user experience.
- Aligned UX design initiatives with business objectives to enhance customer satisfaction, drive revenue growth, and ensure that user experiences contribute to overall strategic goals.
- Collaborated in an Agile environment to deliver iterative design improvements and ensure UX solutions aligned with sprint goals.

Associate UX/UI Designer - Michigan Software Labs - May 2023 to Sept. 2023

- Collaborated with the project team to build a vegetable education app for students K-12.
- Worked in an agile environment to deliver iterative designs.
- Professionally grew in the field with guidance from my design team.

Projects

Emotional and Behavioral Tracker - Lead Designer

- Created new designs for non-agnostic elements on iOS and Android platforms on Figma.
- Revamped screens to enhance accessibility and usability, creating a more inclusive and user-friendly experience for all users.
- Explored and developed a new logo for the app, aligning the design with the brand's vision and user expectations.
- Facilitated clear communication between design and development teams, ensuring alignment and a smooth workflow throughout the project.

Grady's Garden - Lead Designer

- Created a web application for children K-12 to promote healthy eating habits.
- Conducted secondary research to gain valuable insights into adolescent development, informing design decisions and enhancing understanding of user needs.
- Created a style guide and component library to guide developers.

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[My UX Design Portfolio](#)

Education

UX Design Institute-
Certification of UX
Design

Grand Valley State
University
Allendale, MI
B.S - Psychology

Skills and Strengths

A user champion -
bridging the gap
between users and the
design/ development
team.

Experienced in executing
design research from
survey testing to in-
person user interviewing
sessions.

Effective in collaborating
across businesses and
technologies.

Ability to quickly adapt
under unique constraints.

Tools & Technologies

Figma, Jira, User Zoom,
Dovetail, Maze, Miro,
Adobe Products, Sketch.

References

Provided upon request.