

Cydney Vicentina

UI/UX Product Engineer

Looking at the intersection of emerging tech and social justice

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510 - 931 - 0938

Portfolio

LinkedIn

Experience

Hard Skills

HTML, CSS, JavaScript, R

Figma

Adobe InDesign

Other Skills

Public Speaking

Project Management

Team Player

Problem Solving

Adaptability

Project Lead and Designer

01/2021 - 08/2021

MHCI Capstone - [The Clemente Museum](#)

- Managed a group of 5 Master's students to complete user testing research and design deliverables every week
- Led the team in visual design and content of reports and presentations

Brand Manager

01/2020 - 06/2020

Chick-fil-A Franchise

- Coordinated and executed student-centered marketing initiatives
- Redesigned in-store advertisements and social media (@cfaucla)
- [Quantified and analyzed efficacy, sales, and revenue of team](#)

Amazon Brand Partnership Intern

11/2018 - 04/2019

Vendo

- Tracked and audited 50 third party sellers on Amazon
- Authored noncompliance letters, copyright complaints, and customer service communications
- Generated and populated advertising reports utilizing Excel

Achievements

UCLA Statistics

2019 - 2020

- "COVID State-tistics" (Team) [Website](#) and Dashboard recognized by the [UCLA Statistics Department](#)
- [Self-Written R Package](#) and ["Play Battleship" Code](#)

Education

Master's of Human-Computer Interaction

Carnegie Mellon University 2021

B.A. Communications / B.S. Statistics

UCLA *Summa Cum Laude* 2020

Bruin Advertising and Marketing Team

2017 - 2020

Design Team and Presentation Team Member

- 2017 and 2018 District Winners
- 2019 - 2nd Place District

UCLA Summer Travel Study

2018 - 2019

Program Correspondent Scholarship Winner (Dual Program)

- [Shanghai](#) and [Hong Kong](#)