Contact Me

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📍 Bay Area
(Office, Hybrid, Remote)

📱 (510) 931 0938

🗔 Portfolio

in LinkedIn

Education

Carnegie Mellon University

Master's of Human-Computer Interaction (MHCI)

University of California, Los Angeles

B.A. Communications /
B.S. Statistics
  • Summa Cum Laude

Software Skills

Figma

Adobe InDesign

HTML/CSS

Javascript, R

Professional Skills

Public Speaking

Collaboration

User Research / Testing

Creative Problem Solving

Product Designer

Cydney Vicentina

Profile

A UI/UX designer with a knack for problem-solving by collaborative iteration & user focus.
A product manager who uses connection to lead long-term outcomes and maximize profit.

Experience

Nov 2021 — Nov 2022

Product Designer and Product Manager of Displays™ at View, Inc.

• Led responsive design through Figma of 3 internal support platforms and 2 customer-facing apps, increasing NPS by 20% and reducing field time by 15%

• Collaborated cross-functionally with design, engineering, customer support, and product management to increase customer engagement around our product

• Mentored 2 design interns to increase productivity by over 200%

• Standardized Display™ configurations to reduce cost and time by 25- 50% for sales members, business operations, mechanical engineers, and installers

Jan 2021 — Aug 2021

Project Lead and Designer at MHCI Capstone – The Clemente Museum

• Managed 5 Master's students and led visual design for weekly research and design deliverables, resulting in a web-based collage timeline featuring immersive scenes, 3D models, and game mechanics in Unity

• Directly communicated with our client to align on and exceed expectations

Jan 2020 — Jun 2020

Brand Manager at Chick-fil-A

• Developed and executed weekly student-centered campus and holiday marketing initiatives to increase app engagement by 75% and in-store revenue by 8%

• Redesigned in-store advertisements and rebranded all social medias (@cfaucla)

• Quantified efficacy and revenue with R, Tableau, Excel, and smg360 survey data

Achievements

2019 — 2020 UCLA Statistics
• "COVID State-tistics" Website & Dashboard recognized by the UCLA Statistics Department
• Completed a Self-Written R Package and "Play Battleship" Game Code using R

2017 — 2020 Bruin Advertising and Marketing Team
• Design Team and Presentation Team Member (17' & 18' District Winners, 19' 2nd Place District)

2019 — 2020 UCLA Summer Travel Study
• Program Correspondent Scholarship Winner: Shanghai and Hong Kong