

CUI-LYN HUANG

huangcuilyn.com / cui@huangcuilyn.com

UX/UI Designer with 4 years of experience in creating impactful digital products, motivated by problem-solving and research-driven design. Experienced in product development across diverse industries, and now seeking full-time opportunities in UX/UI or Product Design.

EDUCATION

Imperial College London &

Royal College of Art

MSc/MA in Global Innovation Design

2021 - 2023 / *London, UK*

Dissertation awarded distinction

International exchanges:

Keio University / *Tokyo, Japan*

Pratt Institute / *Brooklyn, NY*

Northeastern University

BSc in Journalism & Interaction Design

2014 - 2018 / *Boston, MA*

United World College of Southeast Asia

Singapore

SKILLS & TOOLS

IT Skills & Technologies

Adobe Creative Suite, HTML+CSS, Javascript (basic), Google Analytics, Microsoft Office, Keynote, Sketch, Figma, Invision, Arduino, Maya, Webflow

Design Skills

User Centric Design, Responsive Design, User Research Interviews, Usability Testing, Wireframing, Prototyping, Photography, 3D Printing, 3D Modelling, Copywriting, Project Management

EXPERIENCE

UX Designer

May 2023 – Present

dreamteam Design / London, UK

- Revitalise overall Imperial College digital ecosystem to increase student app engagement and facilitate seamless access to campus resources
- Streamline legacy concepts into user-friendly workflows to improve usability
- Collaborate with cross-functional team to design systems for Android and iOS

Lead Product Designer

Mar 2022 – Jan 2023

Imaginator, Imperial College / London, UK

- Directed full design lifecycle: research, wireframing, prototyping, and usability testing across team of 4
- Facilitated co-design sessions with vulnerable groups, gathering critical feedback that directly influenced design
- Conducted usability testing with 14 participants; resulting in a 30% reduction in user errors and enhanced user experience

Lead UX/UI Designer

May 2019 - Jul 2021

Digital Avenues / Singapore

- Led 20+ projects from concept to completion; with 100% on-time delivery
- Produced responsive and interactive prototypes for web and mobile
- Reviewed developer implementation quality, improving product quality
- Established design system, resulting in a 50% decrease in design inconsistencies and improvement in productivity
- Orchestrated the design team hiring process, participating in candidate evaluations and playing a key role in making hiring decisions

Designer

Sep 2018 - Dec 2018

Scout Studio / Boston, MA

- Collaborated with multi-disciplinary 4-person team to design, develop, and launch online presence for skincare brand through weekly Agile sprints
- Designed responsive web design mockups and visual brand identity

Digital Marketing Assistant

Jun 2017 - Dec 2018

Khoury College of Computer Sciences / Boston, MA

- Implemented a strategic approach to designing digital and print materials, resulting in 30% improvement in time efficiency
- Developed compelling pitch materials that successfully secured grant funding from Melinda Gates to fund Center for Inclusive Computing

PR & Product Marketing Co-op

Jun - Dec 2016

Sense Labs / Boston, MA

- Created, tested, and launched targeted monthly e-mail marketing campaigns
- Provided first-line customer service using Zendesk; resolved 2500+ tickets