CYNTHIA BACH

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METHODS
- Business Analysis
- Competitive/Market Analysis
- User Research
- Creating Personas
- Affinity Mapping
- Journey Mapping
- Sketching
- Information Architecture
- User flows
- Wireframing
- Interactive Prototyping
- Usability Testing

SOFTWARE
- Sketch
- Figma
- Illustrator
- Photoshop

EDUCATION

General Assembly Online
December 2020

2 day coding bootcamp on HTML, CSS, Javascript

General Assembly San Francisco
January-April 2020

User Experience Design Immersive

University of California, Davis
2004-2008

B.S. Design

I am a driven UX Designer who thrives in a fast paced environment while communicating and problem solving with cross-functional teams.

EXPERIENCE

Testing for Covid Freelance UX/UI Designer- Nov 2020- Present
- Created responsive web and mobile wireframes and interactive prototype for question flow in Figma.
- Analyzed feedback from usability testing and team discussions to improve user flow.
- Worked closely with engineers and team to ensure designs get built right.

Hecho X Nosotros Freelance UX/UI Designer- July 2020- Present
- Collaborated with team to map out information architecture.
- Created wireframe for landing page in Figma.
- Helped implement the design in CMS- Wix.

Tea's Company Freelance UX/UI Designer- May 2020
- Conducted user research and created user personas through a survey and interviews.
- Used research findings to inform and refine design decisions.
- Created user interface in Wix, ensuring designs met user needs as well as business goals and technical constraints.

Prenuvo- Freelance UX Designer- March 2020
- Conducted usability testing on the website and on prototype to determine user pains and points of improvement.
- Synthesized research and used results to inform and refine the design decisions of booking flow.
- Created design artifacts including information architecture, user flow, wireframes and clickable prototype in Figma.
- Clearly presented UX design concepts and design thinking to stakeholders.

One World, Kellwood, Ariat, James Perse, BCBGMaxazria- *2009-2019*
Apparel Technical Designer/ Patternmaker Experience Crossover Skills
- Effectively communicated with cross functional colleagues and executed samples with a high sense of urgency.
- Problem solved and approached problems systematically to resolve and achieve well fitting garments.
- Owned documentation that included details, specifications, and technical instructions of garment construction.
- Communicated with clients and international factories to implement desired fit and ensure design details are met.