

# Yue (Cindy) Guan

## PROFESSIONAL EXPERIENCE

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### Product Designer

02/24/2020 - now

**HelloFresh** | New York, NY

- Owning the CX of retention journey to engage customers with HelloFresh products and responsible for end to end UX and UI
- Collaborating with stakeholders, data analytics, user research and development to design meaningful, efficient user flows and an omni-channel experience throughout all platforms internationally.

### Product Designer

09/04/2018 - 12/31/2019

**Marsh & McLennan Companies** | Hoboken, NJ

- Led the experience design and user research of enterprise products, including an online customer data management platform for all Mercer consultants and brokers.
- Evolved, executed and evangelized MercerOS design system.

### Visual Designer

08/06/2018 - 09/02/2018

**Google** | New York, NY

- As a contractor of the Sales Mastery team at Google, worked closely with content creator to design visual language of the Sales Mastery brand.
- Identified value of 12 tools in Google Sales Mastery, created a unique character and detailed course maps.

### UI Designer

05/08/2016 - 09/01/2017

**American Campus Magazine** | New York, NY

- Developed and delivered a consistent visual media content strategy focused on millennial educational professionals and teenage role models.

### Visual Designer

05/10/2013 - 05/04/2015

**Better Business Globally** | Boston, MA

- Designed and produced digital and printed marketing and sales materials including direct mail, email templates, social media content, digital media advertising, external and internal marketing materials.

## EDUCATION

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**The New School - Parsons School of Design, New York, NY**

Aug 2016 - May 2018

Master of Fine Arts, Design & Technology

**Boston University, Boston, MA**

Sep 2012 - May 2016

Bachelor of Science, Mass Communication Studies (Dean's List)  
Minor in Visual Arts

## AWARDS & ACCOMPLISHMENTS

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**Public Showcase Project - Us**

2016 - current

11 posters of illustrations presented on the glass wall of Warren Towers, 700 Commonwealth Ave, Boston, MA.

**Verizon Open Innovation Hackathon - Creative Award**

October 2017

**Publication in Reader's Digest (Chinese) - Pop Arts and Flat Design**

July 2016

## CONTACT ME

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## DESIGN

Sketch

InVision

Figma

Framer

Principle

Abstract

Zeplin

Overflow

Protopie

Miro

OminiGraffiti

Adobe XD

Adobe Illustrator

Adobe AfterEffects

Adobe InDesign

Adobe Photoshop

## RESEARCH

Wireframing and Prototyping

Contextual Inquiry

Competitive Analysis

User Research

Affinity Mapping

Persona

Journey Mapping

Storyboard

User Flow

Information Architecture

Usability Testing

A/B Testing

Accessibility Analysis

Service Blueprint

Design System

Web Analytics

## DEVELOPMENT

HTML

css

JavaScript

Arduino

Processing

Unity