CYNTHIA HONG

EXPERIENCE

Amazon Web Services (AWS) - UX Designer

Irvine, California / January 2022 - Current

- Working on the Amazon Athena (#24 of 200 most trafficked AWS service) analytics team and leading the end-to-end experiences for multiple features for both the administrators and data end users
- Launched Provision Capacity in April 2023 this feature introduces a new pricing model and is the #1 feature request from our customers (view portfolio for a list of launched features). This feature crossed \$1 million annual revenue run rate threshold within 6 months.
- Collaborate with product managers and engineers throughout the entire product lifecycle, spanning from initial product discovery through to successful launch
- Participate in weekly design critique reviews within the analytics design team to ensure high quality work
- Partner closely with engineering to leverage the design system, and understand technical feasibility, and to ensure alignment between design specification

IBM - UX Designer

Austin, Texas / January 2019 - January 2022

- Collaborated with cross-functional teams to design and lead a common, consistent serviceability (monitor, troubleshoot, and resolve issues) experience across multiple IBM Cloud Pak products that run on RedHat OpenShift platform
- Responsible for delivering all aspects of the design process in an iterative manner
- Conducted user research, synthesized findings, and leveraged research insights to guide design decisions

Adobe Workfront - UX Design Intern

Lehi, Utah / May 2018 - August 2018

- Crafted an end-to-end experience on a new product offering while leading design activities with PMs and engineers
- Assisted in the creation of wireframes and prototypes, while incorporating customer needs
- Designed and contributed multiple UI components to the design system

EDUCATION

University of California, San Diego

B.S. in Cognitive Science Specialization in Human-Computer Interaction (HCI) 2013 - 2017

SKILLS

Research

User Interviews, Usability Evaluation, Persona Creation, Heuristic Evaluation, Usability Testing, Competitive Analysis

Design

Wireframe Production, Rapid Prototyping, Storyboarding, Information Architecture, Visual Design, User Flow

Tools

Sketch, Invision, Figma