

cynthiakoo

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EDUCATION

Columbia University, *Bachelor of Arts*

Sep 2006 to May 2010

East Asian Studies (with a focus on anthropology), Computer Science (minor)
3.9/4.0 Dean's List | Magna cum laude

EXPERIENCE

EEME [eeme.co] | Electronics Projects for Kids | Education Hardware Startup

Aug 2012 to Present

Co-Founder and Lead UX/UI Designer

- Designed and developed a web application to serve a project-based educational curriculum teaching kids how to build and understand analog electronics
- Responsible for producing wireframes, mapping user flows, prototyping, and designing interface elements
- Worked with CTO to make daily design decisions grounded in data that balanced business priorities, the needs of multiple customer segments, and limited development and financial resources
- Grew a bootstrapped hardware startup to consistently raving reviews from both sets of target customers – parents and kids

Fivesuits | Job Recruitment Software | Web 2.0 Startup

Aug 2011 to Apr 2012

Co-Founder and Lead UX/UI Designer

- Designed and led front-end development for a web application devised to help human resource departments train, source, and screen software engineering job candidates
- Responsible for wireframing, creating user flows, prototyping and user testing application designs

Wunderman | Digital Marketing Agency

Jun 2009 to Aug 2011

Strategic Data Analyst, Marketing Intelligence

- Specialized in using behavioral data to inform the design of digital and relationship marketing programs for Fortune 1000 companies; promoted to leading two major client accounts in first year
- Responsible for synthesizing vast amounts of data into dashboards and executive-level presentations
- Managed a 4-person team of developers to build out a proprietary clickstream analytics offering used to generate behavioral insights; trained internal team and analysts across the agency's network on how to leverage tool for clients and partners
- Youngest to be selected to *Direct Marketing News*' 2011 "30 under 30: The Best and Brightest Young Direct Marketers" for client work and strategic contributions to multimillion-dollar new business wins

SKILLS

HTML5

PHP

Adobe Photoshop

Omnigraffle

CSS3

Python

Adobe Illustrator

Balsamiq

Javascript

Django

Adobe InDesign

Git & Github

SPECIALTIES

Graphic Interface Design

UX Strategy

Front-End Web Development

Interaction Design

User Research

Rapid Prototyping

Data Visualization

Usability Testing

Information Architecture