

Cindy Sung

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EDUCATION

New York City College of Technology

Bachelor of Fine Arts

Major in Communication Design

Relevant Coursework: UX/UI Design, Copywriting; Graphic Design; Brand Strategy, Campaign Development, Photography

Brooklyn, NY

Aug 2017 - Dec 2021

WORK EXPERIENCE

Belong Gaming

Project Coordinator

New York, NY

Mar 2022 - Jul 2023

- Drove website traffic growth through strategic content initiatives, contributing to a 30% increase in organic traffic within 6 months.
- Defined and implemented go-to-market strategies; optimized product positioning to drive growth, resulting in a 25% increase in overall customer satisfaction.
- Drove 2,500 organic sign-ups to our monthly newsletter by A/B testing content layout and collaborating with co-marketing partners, representing a 43% quarter-on-quarter increase.

Apollo ID

UX/UI Designer

New York, NY

Mar 2022 - Jul 2022

- Accomplished streamlined user experiences, resulting in a 15% increase in user engagement, as measured by monthly active users, by creating user-centric designs aligned with business requirements and incorporating valuable user feedback.
- Enhanced application visuals and brand identity by designing and refining original graphics, style guides, and UI elements, leading to a 25% improvement in overall app aesthetics, as measured by user satisfaction ratings and app store reviews.
- Expanded the platform's market reach by conducting in-depth research on various verticals, including restaurants, bars, and nightclubs, resulting in a successful integration of features tailored to different industries, contributing to a 30% growth in user adoption within new market segments.

Waave

UX/UI Design Intern

New York, NY

Aug 2020 - Oct 2020

- Developed wireframes and mockups for user interface designs, resulting in a 10% increase in user engagement and a 5% decrease in bounce rate.
- Analyzed and optimized campaign performance metrics, deriving valuable insights that informed strategic decisions and led to a 20% boost in click-through rates.
- Collaborated with the marketing team to enhance operational efficiency by streamlining content scheduling and automating processes, resulting in a 15% reduction in campaign execution time.

SocialBuffs

Digital Marketing Strategist

New York, NY

Oct 2018 - Jun 2019

- Successfully enhanced conversion rates by 100% by developing and implementing comprehensive reporting frameworks focused on paid marketing funnels, allowing for a data-driven approach to identify and capitalize on optimization opportunities.
- Played a key role in SEO strategy by conducting extensive keyword research and crafting SEO-focused content plans, leading to the creation of over 40 blog posts tailored for five different accounts. This initiative contributed to improved organic visibility and search engine rankings.
- Collaborated with cross-functional teams to integrate SEO best practices into content creation processes, resulting in a 30% increase in organic traffic across the five targeted accounts within the specified timeframe.

ADDITIONAL

Technical Skills: Social Media Marketing, Digital Asset Management, User Interviews, Wireframing, Prototyping, UX/UI Design, Graphic Design, User Journey, HTML & CSS, Social Media Management, Photography, Content Creation, Copywriting

Tools: Adobe Creative Suite, Google Analytics, Figma, Jira, Confluence, Microsoft Office Suite, Asana

Certifications & Training: User Experience Design (Coursera)