

# CYNTHIA X. HOANG

UX RESEARCHER/USER ADVOCATE

## CONTACT

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cxhoang.com  
cynx.hoang@gmail.com  
linkedin.com/in/cxhoang

## SKILLS

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User Research  
User Interaction Design  
Gap Analysis  
Competitive Analysis  
Market Research  
Information Architecture

## TOOLS

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Sketch  
Adobe XD  
Figma/Figjam  
InVision  
Miro  
Mural  
Baymard  
UserTesting  
Insider Intelligence  
Gartner  
Confluence  
Jira

## RELEVANT EXPERIENCE

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### **VF Corporation, Remote – UX Researcher**

March 2022 - December 2022

Conducted research to find industry best practices and supporting them with market research and user testing. Delivered data supported design decisions while collaborating cross functionally with IX/Visual design teams. Primarily worked on projects for leading VF brands such as Vans, Timberland and The North Face.

#### **Recent Projects:**

1.5 Platform Migration - Gap analysis, project documentation, unmoderated user testing

Vans & Timberland UX Email Project - User interviews/testing, affinity mapping, competitive analysis

### **IOT Greens, Remote – UX Designer**

March 2021 - November 2021

Coordinated directly with COO of a cannabis compliance startup to develop branding and revamp web design with improved information architecture. Consulted with clients building their own products/brand by doing naming exercises, brand development, and market strategy. Collaborated with marketing team and stakeholders.

### **The Incubator, Remote – UX Consultant**

October 2020

Delivered a design package as a researcher using agile methodology, consisted heavily on research and visual designs focused on reorganizing the website navigation structure with a high fidelity prototype that highlighted the multicultural aesthetic and content the social media website plans on providing its users. Worked in a team of 4 during a 4 week sprint.

## EDUCATION

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### **General Assembly, User Experience Design**

#### **Immersive**

User Experience Design Certificate, October 2020

### **Georgia State University, J. Mack Robinson College of Business**

Bachelor of Science in Marketing, May 2019