

Y CINDY NGUYEN

UX/UI Designer · Design Systems & Digital Experience

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SUMMARY

UX/UI Designer with 5 years of experience designing for scale across web, mobile, and marketing platforms - currently building and maintaining the design system behind SEI Investments' global digital properties. Studied undergraduate biology before pivoting into digital design and UX; that background still shapes how I think: systems, structure, and the logic underneath an experience matter as much as the surface of it. Comfortable with start to end projects across research, prototyping, and cross-functional collaboration, with a focus on shipping work that's both functional and quietly delightful, integrating AI across research, audits, and design critique to make faster, better-informed decisions.

SKILLS

- **UX/UI:** User research, user personas, journey mapping, wireframing, low- & high-fidelity prototyping, usability testing
- **Design systems & web:** Web components, scalable design systems, responsive design, accessibility standards
- **Applications:** Figma, Photoshop, Illustrator, InDesign, Drupal, Jira, Everviz, Copilot, Claude
- **Collaboration:** Miro, FigJam, Microsoft Suite, Google Workspace, Workfront, Slack, Asana, Monday

EXPERIENCE

SEI Investments — UX Designer *Nov 2022 – Present*

Oaks, PA

- Lead UX design across SEI, such as global careers site, homepage, and social media design system: mapping user journeys and owning interface consistency and content structure for each.
- Architect and maintain a scalable Figma design system used across SEI's global marketing properties, keeping brand and interaction patterns consistent at scale.
- Run recurring design audits and evolve components and documentation, streamlining handoff for designers and content creators alike.
- Integrate AI tools daily across the design process, from competitive landscape research and UX audits to microcopy iteration and design critique, to accelerate decisions without outsourcing them.
- Partner with content owners, data analytics, and development teams to translate business goals into tangible interfaces.
- Deliver visual solutions for social campaigns, display ads, and event graphics.

Keto Krisp by CanDo — Graphic Designer *May 2022 – June 2023*

Los Angeles, CA

- Designed social content such as retailer announcements, podcast graphics, campaign assets while holding close partnership with the Creative Lead, keeping every piece on brand.
- Translated internal mockups into polished web pages and Amazon storefronts, sharpening the consumer-facing shopping experience.
- Refined marketing assets cross-functionally to boost engagement and brand visibility.

Fifty Shades of Purple Against Bullying — Digital Marketing Lead / UX Designer *Dec 2021 – Jan 2023*

Philadelphia, PA

- Directed end-to-end digital marketing strategy, website updates, analytics tracking, content, to grow audience engagement.
- Designed and launched responsive web pages, tightening layout and navigation for usability.
- Partnered with stakeholders to set project goals and deliver design solutions that matched the brand.

EDUCATION

Temple University — B.S., Biology, College of Science and Technology *Sept 2016 – Dec 2020*

Minor in Art, Tyler School of Art • Dean's List, Fall 2020