

## CUI-LYN HUANG

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### EDUCATION

#### Northeastern University

2014-2018 BOSTON, MA

BSc in Journalism & Interaction Design

*Dean's List, NU Entrepreneurs Club, Spoon University*

#### United World College of Southeast Asia

2001-2014 SINGAPORE

### PROFESSIONAL SKILLS

Adobe Creative Suite HTML+CSS

Sketch Invision UX/UI Design

User Testing User Research

Wordpress Copywriting Photography

### INTERESTS

Food & Wine Boxing Rock climbing

Technology & Gadgets Photography

Skincare Crosswords

### LANGUAGES

English – *native*

Mandarin – *basic*

Malay – *basic*

### EXPERIENCE

#### UX/UI Designer | Digital Avenues

MAY 2019-PRESENT SINGAPORE, SINGAPORE

Design interfaces and experiences for desktop and mobile platforms

Create user flows, wireframes and prototypes to articulate ideas and concepts

Collaborate with international team members

Communicate with and present to stakeholders

Review and test developer implementations

#### Designer | Scout Studio

SEPTEMBER 2018-DECEMBER 2018 BOSTON, MA

Created website design, packaging, and brand identity for client brand

Executed design process through weekly sprints

Collaborated across a multi-disciplinary team

#### Marketing Assistant | NU College of Computer and Information Science

JUNE 2017-DECEMBER 2018 BOSTON, MA

Designed and produced digital and print marketing collateral

Crafted and implement digital marketing strategy across multiple channels

Assisted with event marketing, planning, and execution

Wrote and edited articles featuring college students, staff, and faculty

Photographed college events and student headshots

#### Vice-President, Marketing & Design Lead | NU Entrepreneurs Club

MAY 2017-MAY 2018 BOSTON, MA

Managed and delegated responsibilities across 15+ board members

Led marketing strategies including branding, design, advertising, and events

Created and executed new marketing campaigns to drive club awareness

Designed new digital and print collateral, integrating the existing branding

Overhauled branding identity across six programs, establishing a unified design system

#### PR & Marketing Co-op | Sense

JUNE-DECEMBER 2016 BOSTON, MA

Designed, developed, tested, and launched targeted e-mail marketing campaigns

Designed and wrote copy for social media and digital marketing assets

Implemented PR approach and media product review program

#### Editorial Writer | JFDI.Asia

MARCH 2015-MARCH 2016 SINGAPORE

Wrote and published articles for company website

Conducted interviews with clients

Compiled content for monthly newsletters

#### Food Journalist | Poached Magazine

MAY-DECEMBER 2014 SINGAPORE

Attended media tastings and brand events

Wrote restaurant reviews and articles

#### Photography Intern | LiveStudios

JUNE-JULY 2013 SINGAPORE

Photographed events (weddings, corporate dinners, etc.)

Managed, organised and transported equipment to events

Distributed photographs to event guests

Selected and edited images