

# Cindy Zhang is a design lead and strategist.

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## Experience

### Johnson & Johnson

04/2024 - present

#### Product Design Manager

- Led the surgeon experience workstream for Polyphonic, J&J's surgeon platform
- Led UX design and strategy for Polyphonic's surgeon education content
- Designed the navigation system and information architecture for Polyphonic

### Accenture (Song)

11/2022 - 12/2023

#### Senior Interaction Designer

- Led design workstream and UX design for Accenture's GenAI tool suite
- Led UX strategy for Accenture clients in finance, life sciences, non-profits

### Niantic

03/2021 - 07/2022

#### Senior UX Designer

- Led UX design for the developer and business-facing AR platforms that enable Niantic's games and consumer-facing apps, such as Pokémon GO
- Led and conducted UX research studies for sponsored AR experiences, external partner platform, and internal analytics tools to assess usability

### Wondersauce

08/2019 - 03/2021

#### Senior UX Designer/Strategist

- Led UX design and product strategy for client projects, including Subway, Golf.com, Scotts, Peet's, Crowd Cow, Olaplex, UZ, and DripDrop
- Created Wondersauce's official library of UX standards, guidelines, templates

### Google

07/2011 - 04/2017

#### UX Designer/Strategist

- Led interaction design, visual design, and front-end development for projects within Google.org, Google Search, Tango, Loon, Jigsaw, YouTube, Google Reach
- Led the global workflow, operations, and product strategy for Google's webmaster reconsideration appeals
- Received department-wide Gold Award for designing workflow automation tool

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## Education

### Stanford University

M.S. in Product Design

### Columbia University

B.S. in Industrial Engineering, minors in Economics and East Asian Studies

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## Skills

Interaction design, UX research, service design, visual design, program management, front-end web development, prototyping

## Hobbies

Travel, baking, drawing, hiking, reading, crosswords, trivia (I've been on *Jeopardy!*)