# Cindy Mena
## UI/UX Designer

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**Portfolio:** www.cmena.ca          **LinkedIn:** cindymena          **Location:** Kitchener, ON

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## Profile

As an experienced UX Lead and UI/UX Designer with **10+ years** of experience, I specialize in creating intuitive and visually striking interfaces for SAAS, B2B, and B2C projects. My strong background in **Data Visualization** and **Interactive Media Development** and **3D visualization** enables me to craft impactful digital experiences. Proficient in **Adobe Creative Cloud** and **Figma**, I excel in fast-paced environments, using **creative thinking** and **problem-solving** skills to deliver **user-centric designs**. With experience in graphic design, print production, and **developing AR** and **machine learning** apps, I bring a comprehensive perspective to UX design. Committed to exceeding user expectations, I am eager to contribute as a dedicated team member and drive **user satisfaction** and **business success**.

## Expertise

User Research | Usability Testing | Web Content Accessibility Guidelines (WCAG) | User-Centered Design | Information Architecture | Prototyping | Design System Development

## Tools

Figma | Adobe Creative Suite- Illustrator, Photoshop, InDesign, XD | Miro | InVision | Sketch | Jira | Notion | Basic knowledge of HTML/CSS/JS/Python: Pandas | Machine Learning | GIT

## Skills

Creative Planning | Critical Thinking | Collaboration | Communication | Empathy | Problem Solving | Design Thinking | Innovation | Analytical Skills | Task Management | Continuous learning

## Work Experience

**Lead UI/UX Designer** *Tee On Golf System Inc. - GolfNorth Properties (Mobile App/ Responsive Web | Sports)*
*Kitchener, ON*                                                      *Nov 2021 - Present*
**Project Link :** **Tee-On Golf systems Inc. - App Store**

- Led the design and redesign of multiple products, resulting in a **22% increase** in user engagement and a **17% decrease** in bounce rate.

**UI/UX Designer** *Hokela Technologies*
*Toronto, ON*                                                      *Apr 2021 - Sep 2023*
**Project Link :** **https://www.hokela.ca/**

- Designed **UI** and **interaction guidelines** for Hokela, ensuring consistency across the platform and **improving** design handoff efficiency by **30%**

**UI/UX Designer, Developer and 3D Modeler** *Museum of Ontario Archaeology*
*London, Ontario*                                                      *Sep 2019 - Apr 2021*
**Project Link :** **https://cutt.ly/wWxEXJB**

- Directed the **research** and **design** of an AR web app showcasing Indigenous longhouse history, **boosting engagement** by **40%**, attracting 5,000+ visitors in the first month, and earning **90% positive feedback.**

## Education

**Interactive Media Development & 3D Visualization (Post Graduate Certificate)**
Fanshawe College- Kitchener, Ontario

**Bachelor of Graphic Design**
Universidad Jose Matias Delgado - San Salvador, El Salvador

**Graphic Design Diploma**
Universidad Tecnológica de El Salvador - San Salvador, El Salvador