

## ○ ABOUT

Hi! I'm Cindy! I'm a UX designer and Creative Director. I lead a user experience design consultancy -- Standard Beagle. We work with great companies to solve their user experience issues using design thinking.

## ○ EXPERIENCE

**Standard Beagle** · December 2012-present

### **Creative Director · Senior UX Strategist and Designer**

As founder and creative director, I lead an amazing team of UX designers and developers to work with our clients in healthcare, the arts, tech and other industries.

#### **Key Impacts:**

- Shifting the company to focus on strategy and research
- Adding design thinking to project process
- Implementing Scrum, Kanban approach to project management
- Implementing EOS (Entrepreneurial Operating System)
- Implementing Sandler Sales System

#### **Notable Standard Beagle Projects:**

KUT podcast UX design and development · Austin Symphony Orchestra UX design and development · Austin Opera UX design and development · Central Health UX Design · Central Health experiential app · Texasassessment.com website development · NKFM Coaches portal design/development · Dallas Opera UX design · Texas A&M RELLIS campus website user experience · React.js ecommerce and user flow · Marathon Kids Technology Project

**The University of Texas At Austin**, McCombs School of Business · June 2019-Present

### **Adjunct Professor, UX/UI Boot Camp**

I teach a UX/UI curriculum to students who are typically full-time working professionals making a career transition. This curriculum is:

- **User Experience** – Research, Ideation, Prototyping, User Testing, User Interviewing, Customer Journey Mapping, Affinity Diagramming, User Persona Creation, Problem Definition
- **User Interface Design** – Color Theory, Information Architecture, Design Systems, Typography, Responsive Design, Adobe XD/Figma
- **Front End Development** – HTML, CSS, Javascript, GitHub and GitHub desktop, Visual Studio, Webflow

**The Austin Diagnostic Clinic** · May 2011-January 2014

### **Website Designer and Content Manager**

I planned, designed, developed, and launched ADC's redesigned website, focusing on usability and design for patients and staff, as well as rich multi-media content that is more effectively delivered and managed.

#### **Experience:**

Usability testing · Content analysis and strategy development · Audience research and analysis · Design mood board creation · Information architecture development (i.e. determining content groups and site structure) · Multi-media presentations to clients · Content creation (news

releases and short blog-style videos for online audience) · Website prototyping · WordPress theme development / PHP

**House on Payne Web Design** · July 2009-December 2012

**Experience Designer, Developer & Content Strategist**

I opened House on Payne to create beautiful online experiences and rich content to attract returning users.

**Specialties:**

Responsive design and development, using HTML5 / WordPress · Content Strategy · Content Development · Social Media consulting & strategy

**KVUE-TV** · July 2005-May 2010

**Web Producer / Editor**

Primary producer of news content on KVUE.com.

**Responsibilities:**

- Wrote, researched, reported, and published local, state and national stories, images, and video.
- Cross-promoted content on social media platforms, including Twitter and Facebook.
- Collaborated closely with news staff to meet daily and weekly deadlines for website, implementing SEO. Participated in design and planning for KVUE.com.
- Created and developed interactive sections using JavaScript
- Aided KVUE.com transition from the VelocIT CMS to Broadcast Interactive Media's Clickability CMS platform.
- Training the reporting and editing staff on using the tool and website standards. Video editing was also transferred to the Forscene online editing system, on which I trained other staff.

**Independent Video Production** · February 2003-October 2005

**Producer / Director**

Wrote, produced, and edited documentary video "In Living Color: Voices from Shiloh's Mound."

[View Video](#)

**WKRN** · June 2001-February 2003

**Morning Producer**

Created, directed, and executed 6AM hour newscast.

Chose and assessed importance and placement of stories · directed and supervised both on-air and production staff · conceived graphics production · managed live, on-air decision-making in control room, including breaking news.

**KPRC** · July 1999-June 2001

**Associate Producer** Assisted production of daily newscasts, including writing scripts, directing editors, and creating graphics.

**Stand-in Producer** Responsible for content and quality of noon newscast.

**KXII** · February 1999-June 1999

## Producer

Responsible for creating story run-down and writing scripts for noon and 5 o'clock newscasts. Decided live-shots, directed editors and scheduled interviews for shows.

## SKILLS

### Leadership

- Creative Director – Design thinking process
- Product Management – Agile teams, team building, critical thinking and decision making, conflict resolution

### UX strategy, research and design

- UX strategy, research, ideation, visual design, content strategy, information architecture, interaction design, responsive and mobile design, Photoshop, Illustrator, user testing, analytics analysis

### Development

- HTML, CSS, jQuery, PHP, ASP.NET

### Editorial

- Strong editorial, writing skills; Video production, editing; radio production

### Business Development

## EDUCATION

- **The University of Texas at Austin**
  - Bachelor of Journalism · 1998 · Broadcast · College of Communication Senior Fellow and KVR-TV Outstanding Staff Member of the Year Spring 1998
  - Bachelor of Arts · 1998 · History
- **Maryland Institute College of Art**
  - Master of Professional Studies · 2021 · User Experience Design
- **Rochester Institute of Technology** · 2019 · Design Thinking MicroMasters Certificate
- **General Assembly** · 2017 · Product Management Certificate

## VOLUNTEER EXPERIENCE | LEADERSHIP

- **Austin AAF (American Advertising Federation)**
  - **VP of Gov't Relations** · July 2018-present · *1<sup>st</sup> Place Club Achievement Competition in 2019 and 2<sup>nd</sup> place Cornerstone Initiatives in 2020*
- **Rotary Club of Austin**
  - VP of Global Services · July 2020 to present
  - Chair Global Grants Committee · April 2019-July 2020
- **IIBA Austin**
  - VP of Operations · Dec 2019-present
- **Metropolitan Breakfast Club**
  - President · July 2019-August 2020
  - Vice President · January 2019-July 2019
  - Board of Trustees Member · May 2017-present

## CERTIFICATIONS

- RITX Design Thinking Micro Masters Certificate
- General Assembly Product Management Certificate
- HIPAA Awareness for Business Associates (TX) · HIPAA Security
- Negotiation Essentials for Business Professionals
- Analytics Academy – Digital Analytics Fundamentals · (Google)