

CINDY WONG

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EXPERIENCE

Meta Principal Product Designer

04/2018 - Present · Seattle, WA

- Led launch for Facebook Gaming Services, a 0-1 product for game developers to connect into Facebook's eco-system for social engagement that led to over 450+ game developers to adopt worldwide.
- Shipped Login for Gaming, Player Finder, Sharing for Gaming, and Gaming Activity which increased organic player acquisition, engagement and retention, resulting in 12.5M logins and over 1M+ players utilizing features, beating team goals by 3X.
- Created and evangelized concepts — through strategic prototypes and pitches — on why partners should work with Facebook Gaming. As a result, over 240+ developers onboarded when Gaming Services went go-to-market.
- Shipped Cloud Gaming to go-to-market by scaling Gaming Services to expand from native games to cloud game hosted on Facebook which improved player retention by 20%.

Microsoft Bing Senior UX Designer

02/2016 - 03/2018 · Bellevue, WA

- Envisioned future product experiences and strategy for search, conversational AI across mobile, web, and Cortana that earned executive investments and featured at Microsoft Build Conference.
- Led product design and shipped Bing for Business, an enterprise search feature, where I scaled frameworks for admins to manage content, view data insights that resulted in increased IT efficiencies and work flows.
- Led art direction in envisioning videos and coordinated with producers, writers to storyboard and develop motion prototypes to create executive storytelling videos.
- Rapid prototyping for concept validation and user testing, regularly contributing to other project needs and consulting with designers in best practices.

Microsoft Bing User Experience Designer II

10/2014 - 02/2016 · Bellevue, WA

- Conceptualized, pitched, and landed partnerships with Twitter, Pinterest, and 500px for search integrations on the social incubation team.
- Shipped Windows 8.1 Search Experience and Bing Win8 app that earned a US patent.

Microsoft Bing User Experience Designer

01/2012 - 10/2014 · Bellevue, WA

- Shipped redesign of Bing multimedia search that increased usage up to 7% of all search traffic.
- Collaborate with researchers, PMs, and engineers to develop interactive search experiences.

Microsoft Research FUSE Labs User Experience Designer

06/2011 - 09/2011 · Redmond, WA

- Conceptualized, designed and presented a prototype of Volley, a social animation app to MSR leads and researchers. Conducted user research and created end-to-end flows, mocks and video sizzle reel.
- Published and presented project at 2012 CHI conference (23% acceptance rate).

Social Bomb UX/UI Designer

1/2011 - 3/2011 · Brooklyn, New York

- Designed clients' social web apps, mobile apps, and games.
- Produced detailed schematics from wireframes to mockups to interactive prototypes as informed by market research trends.

EDUCATION

New York University

M.P.S. Interactive Telecommunications Program

University of Miami

B.S. Journalism / Geography

SKILLS

Proficient

Figma, Sketch, Principle, Invision, Adobe Photoshop, Illustrator, InDesign, Keynote

Basic

HTML, CSS, PHP, MYSQL

ACCOMPLISHMENTS

Code Coven Game Developer Program Speaker

Professional development coach for underrepresented students in an award-winning game development accelerator program · 2021-2022

Display Screen with GUI for Bing Entity View in Windows OS

US Patent 339798.01 · 2013

CHI Conference: VOLLEY: Design Framework for Collaborative Animation

Published, Presented ACM SIGCHI Conference on Human Factors in Computing Systems (CHI) · 2012

M-Days Conference:

Doki Doki Dash (Master's Thesis) featured

Annual Report for the Frankfurt Fair · 2012