



# Cindy Aronson

UX Researcher + Designer

Combining *User Insights* with *Creativity and Innovation*

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portfolio: cindyaronson.design

## Education

**DePaul University** | Chicago, IL (Expected 2023)  
Candidate - Master of Science in Human Computer Interaction, 4.00 CGPA

**The University of Illinois at Urbana-Champaign**  
Bachelor of Fine and Applied Arts in Graphic Design, Dean's List

## Work Experience

**DePaul Innovation Development Lab (iD Lab)** | Chicago, IL 2021 - Present  
UX Researcher + Designer

Performs UX research activities to gain insights into clients' products, markets, and customer base for increasing engagement and improving the user experience. Creates user-centered designs by synthesizing research, developing prototypes, testing, and communicating concepts to stakeholders.

Client Projects Include:

- **Abbott:** Co-led UX track for digital health innovation project that uses AI/ML.
- **Kimberly-Clark:** Created innovative concepts and conducted research to increase customer engagement. Concept idea was selected by marketing leadership for the next stage of development and consumer testing.
- **Pinwrk Start-up:** Conducted user experience, research and design activities including devising surveys, interviewing user groups, storyboarding, sketching, creating user flows, personas, wireframes, hi-fi mobile prototypes, and design system elements for the iD Lab's Accelerator AI-driven initiative.
- **RJW Logistics:** Performed heuristic evaluations and revamped data visualizations for a suite of business dashboards, improving customers' ability to quickly model scenarios and gain insight into their supply chain. Result: increased customer base.

**DePaul University** | Chicago, IL 2020-2021  
Student Grader, College of Computing and Digital Media

Grades assignments for graduate-level coursework in the Human Computer Interaction (HCI) program. Presents feedback to improve student success.

**City of Evanston** | Evanston, IL 2008-2009  
Web Developer & Administrator

Provided web administrative support by maintaining content and functionality for the City's municipal website serving over 70,000 residents. Supported 30+ City Departments and Divisions for site improvements.

**Allstate Insurance Company** | Northbrook, IL 2002-2008  
User Experience Architect

Provided visual design coordination, support and management for the most significant technology and process-focused initiatives undertaken by Allstate. Designs were used daily by 10,000+ claim handlers, agents and employees increasing productivity, efficiency, and customer satisfaction.

## Leadership

**DePaul Experience Design (XD) Roundtable Student Group**  
Past President, 2020-2021

In collaboration with the Executive Board, I helped to organize, plan, and host monthly events including a mentorship program, interview prep, portfolio reviews, whiteboarding workshop, and book talks all during a global pandemic.

## Skills

### UX Research + Writing

Accessibility  
Observations, Interviews, Surveys  
Journey Maps, Empathy Maps  
Research Reviews  
Personas/Profiles, Storyboarding  
Human/AI Automation  
Behavioral Science/Economics

### Evaluation

A/B Comparative Testing  
Heuristic Evaluation  
Cognitive Walkthrough  
Usability Testing, Playtesting

### Information Architecture

Card Sorting  
Process Flows  
Content Inventory + Sitemaps

### UX/UI, Product + Interaction Design

Prototyping (Wireframes, Lo-Hi fi)  
UX/UI Design Systems + Guidelines  
Concept Sketches  
Augmented/Virtual Reality (AR/VR)  
Game Concepts, Gamification  
Voice User Interaction  
Human-AI Interaction

### Basic Coding

HTML, CSS, Bootstrap, JQuery

## Tools

Adobe Creative Suite  
Figma, Axure, Adobe XD, Mural  
Atlas.ti, Dovetail  
R Studio, SPSS Statistics  
Optimal Workshop  
Qualtrics  
Pen + paper, clay modeling

## Honors & Recognition

**Baxter + Matter 2022 University Hackathon Top 10 Finalist, iD Lab**

**DePaul University's Honor Society of Phi Kappa Phi, Chapter 272**

**DePaul University's Honor Society of Upsilon Pi Epsilon**