

# Cynthia Eddy UI and Visual Designer

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## OVERVIEW

**Versatile UI and Visual Designer** with editorial roots at Hearst, Rodale, and Time Inc. I create clear, consistent, human centered visuals that build trust and communicate purpose across every touchpoint, with a strong interest in work that values craft, clarity, and meaningful user experiences.

## PROJECTS

### Sustainable Soap Co., an End to End Project

- Led user research uncovering key insights on sustainable shopping behaviors and transparency needs.
- Redesigned e-commerce UX, improving navigation, product visibility, and trust-building features.
- Tested wireframes, achieving 98% ease-of-use and 100% checkout success.

### NYT Cooking App, Serving Size Adjustment Feature (Concept Case Study)

- Led user research sessions uncovering key pain points in recipe scaling and grocery list integration.
- Designed an intuitive UI for real-time recipe scaling, ensuring visual clarity and ease of use.
- Conducted usability testing, achieving a 93% user satisfaction rate.

### James Oseland's World Food, a React App

*the website for James' book series*

- Designed and developed a responsive React website to showcase James Oseland's global cookbook series.
- Integrated Mailchimp for seamless newsletter signups and audience engagement.
- Utilized CSS Grid and Flexbox to ensure a polished, responsive layout across devices.

### Full-Stack Design & Development, Additional Freelance Projects

- Designed and built multi-portal platforms for healthcare and nonprofit clients.
- Developed sign-up, chat, forums, and membership flows for users, professionals, and admins.
- Implemented responsive front-end architecture; sites currently in development.

## WORK HISTORY

### Freelance Designer & Developer | August 2019-Present | New York, NY

- Designed user-centered web applications with responsive layouts and intuitive UI.
- Translated client feedback into functional, user-friendly designs.
- Collaborated in a Scrum environment, submitting and reviewing PRs.

### Freelance Digital, Print Art Director | June 2017-Present | New York, NY

- Created new brand identities and designed features within brand constraints.
- Continue to wear many hats as described in previous roles.

### Digital Art Director & Designer | September 2011-May 2017 | New York, NY

Hearst | Women's Health | Prevention | People Magazine

- Led UI/UX design for digital publications, optimizing reader engagement.
- Translated print content into engaging digital experiences.
- Directed a team in developing user-focused layouts.

### Art Director & Designer | April 2006-August 2011 | New York, NY

Shape Magazine | Time Inc. Custom Publishing

- Created layouts and contributed to redesigns, meeting deadlines while updating content.
- Art directed illustrators and collaborated on concepts to deliver visuals that sharpen and elevate editorial stories.
- Applied photo editing skills to support layouts and digital content while meeting tight deadlines.
- Managed visual design strategy across publications, collaborating with editors to deliver on-brand content.

### Awarded for Outstanding Design by:

Print's Best Typography | PRINT'S Regional Design Annual | The Society of Publication Design

## EDUCATION

DesignLab | UI/UX Design Academy Certification • Flatiron School | Full Stack Web Development

General Assembly | Front-end Web Development • Kansas University | Bachelor of Fine Arts



## SKILLS

### Design

UI Design,  
Interaction Design,  
Responsive Design,  
Design Systems,  
Information  
Architecture,  
Wireframing,  
Prototyping

### Research

Usability Testing,  
User Interviews,  
Competitive  
Analysis,  
Affinity Mapping

### Tools

Figma,  
InDesign,  
Photoshop

### Development

HTML/CSS,  
React,  
GitHub,  
VS Code