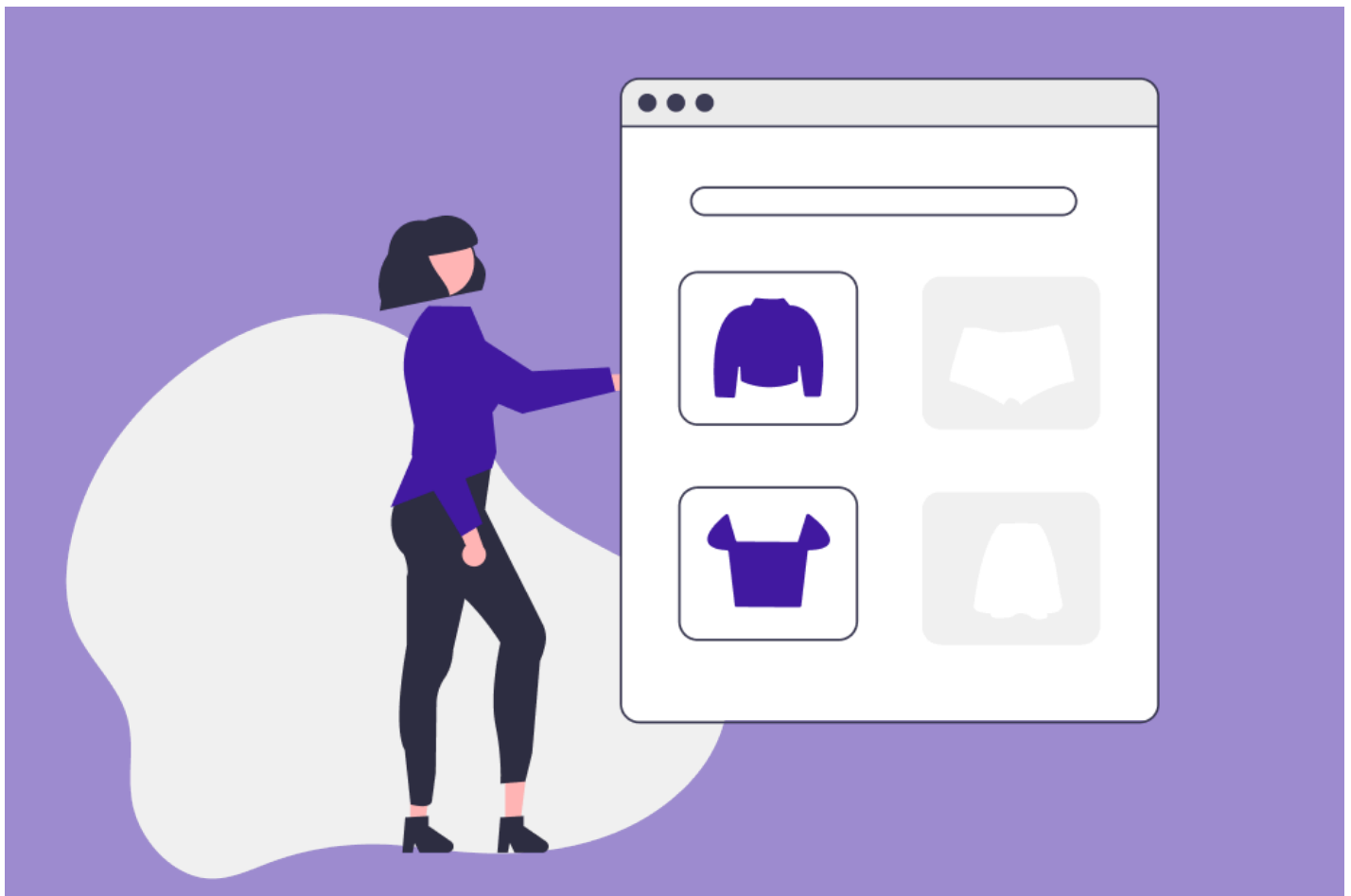


# Hi, I'm Hai-Dao Le-Nguyen (she/her).

A mixed-methods UX researcher passionate about using cross-functional collaboration to make research impact.  
Ex-Spotify, Ex-RBC.

[Resume](#) / [haidaolenguyen@gmail.com](mailto:haidaolenguyen@gmail.com) / [LinkedIn](#)



## Buy Now, Pay Later

Exploratory research in payments



# Self-service banking

Usability testing on a web application



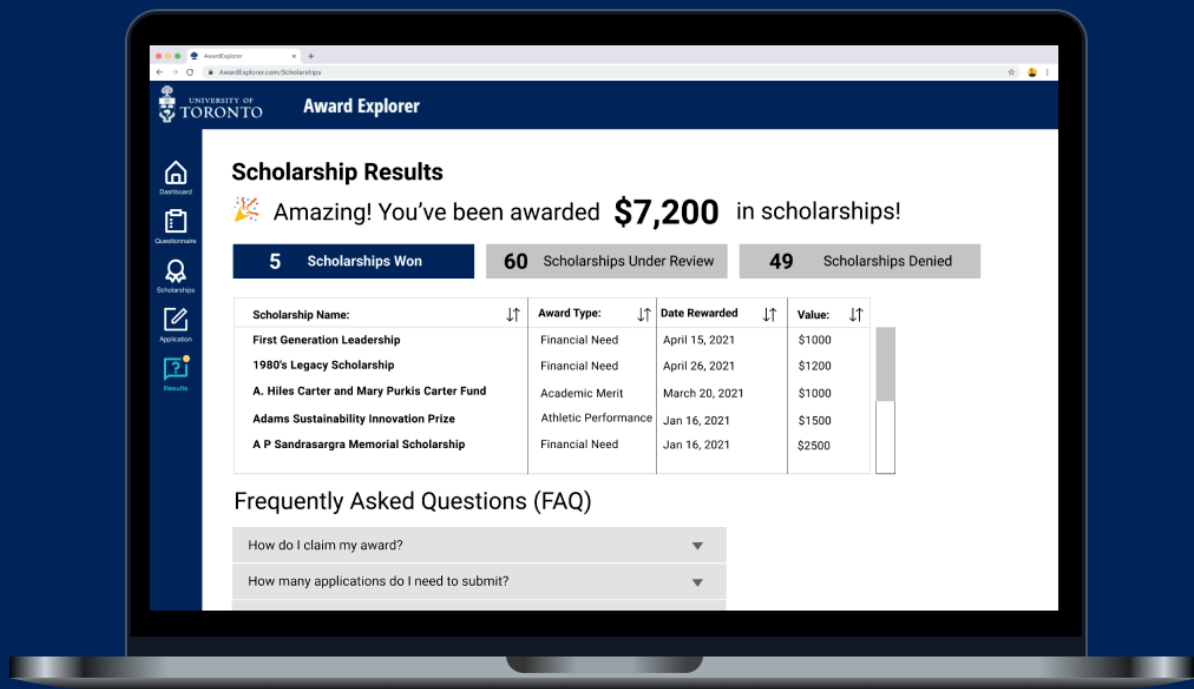
**IT'S SMART TO ASK FOR HELP**  
**IT'S WISE TO ASK FOR HELP**  
**IT'S STRONG TO ASK FOR HELP**  
**IT'S OKAY TO ASK FOR HELP**

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Service design research on e-learning



# Award Explorer

Improving the UofT scholarship application process

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