CHRISTINE VAN DO

Permanent: 1829 Doane Ave, Mountain View, CA 94043
Current: 3950 Mahaila Avenue, Apt B17, San Diego, CA 92122
christinevdo@gmail.com | (650)-224-7051
christinevdo.com

EDUCATION

University of California, San Diego   San Diego, CA
Bachelor of Science in Cognitive Science   *June 2016*
Specialization in Human-Computer Interaction

Los Altos High School   **Los Altos, CA**
Member of National Honors Society, Member of California Scholastic Federation   *June 2012*
GPA: 4.20

RELEVANT COURSE WORK

Introduction to HCI Design, COGS 120/CSE 170   **Winter 2015**
- Designed and implemented a non-native prototype application for note-taking and podcasting lectures at UCSD
- Built paper prototypes and storyboards using data gathered from needfinding observations of UCSD students to design and modify the application to fit needs of target users
- Conducted user research sessions through in-person interviews and Heuristic Evaluations to collect quantitative and qualitative feedback regarding user preferences
- Performed A/B testing and researched analytics using Woopra to measure new design opportunities and potential successes for prototype application

Cognitive Aspects of Multimedia Design - Advanced, COGS 187B   **Winter 2015**
- Completed the design, branding, and implementation of a prototype website with UCSD's Muir Woods Coffee House as the client
- Conducted user interviews using the quantitative and qualitative data to develop user groups, use cases, user scenarios, and personas to guide the design of the website to fit needs of target users
- Performed competitive analyses of competitor websites to help inform our decisions and the client's decisions regarding website brand, functionality, site architecture, and design
- Built high-fidelity wireframes using Axure and high-fidelity mock-ups using Sketch

Cognitive Aspects of Digital Design, COGS 187A   **Fall 2014**
- Explored the existing design space of web portfolios by performing a competitive analysis critique focusing on brand, functionality, interactivity, and navigation
- Completed the usability evaluation and re-design of the University of Leicester's website, focusing on improving information architecture and overall site organization
- Used data gathered from user interviews and user scenarios in order to drive the design and implementation of an informative Milk Tea website

Cognitive Design Studio, COGS 102C   **Spring 2014**

- Completed the design and evaluation of a prototype application for textbook exchange at UCSD using the Contextual Design process
- Collected user interviews, using the data to design and modify product to fit needs of UCSD students
- Built paper prototypes and wireframes to conduct interviews with target users to iterate and support new design ideas
- Oversaw the execution of prototype application through cross-class coordination with HCI Programming Class

WORK EXPERIENCE

Medium One   **Los Altos, CA**
UX/UI Design Intern   **Jun'14 - Sept'14**
- Assisted in product development by establishing site-wide style guides and defining the visual identity of features for data analytics software
- Collaborated with CEO and other stakeholders to define and iterate designs
- Designed high-fidelity wireframes/mock-ups on Axure and Photoshop
- Worked with front-end development team to ensure accurate and efficient execution of software design concepts

SKILLS

Front-End Design: Working knowledge of HTML, CSS/SASS, JavaScript/jQuery, Responsive Frameworks
Software: Proficiency with Sketch, Adobe Photoshop, Adobe Illustrator, Axure
Programming: Basic MATLAB and Ruby
Additional Languages: Professional proficiency in Vietnamese