CHRISTINE VAN DO

UX/UI Designer

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SKILLS

HTML	SKETCH
CSS	PHOTOSHOP
SASS	ILLUSTRATOR
JS (JQUERY)	AXURE
	INVISION

EDUCATION

University of California, San Diego — 2012 - 2016

Bachelor of Science in Cognitive Science — La Jolla, CA
Specialization in Human Computer Interaction

WORK EXPERIENCE

Campus Web Office — Oct 2014 - June 2015
Student Worker (Web) — La Jolla, CA

- Worked within the UCSD CMS system to create and maintain webpages for campus departments and organizations
- Collected user feedback to improve the visual identity and user interaction of the UC San Diego iOS app

Medium One — June 2014 - Sept 2014
UX/UI Intern — Los Altos, CA

- Assisted in establishing site-wide style guides and defining the visual identity of data analytics software features
- Collaborated with the CEO and other stakeholders to define and iterate designs
- Designed high-fidelity wireframes and mock-ups on Axure and Photoshop
- Collaborated with the front-end development team to assure swift execution of software designs

PROJECTS

PodCats — Jan 2015 - Mar 2015
Introduction to HCI Design

- Designed and modified paper prototypes and storyboards using data gathered from target users
- Conducted user research sessions through in-person interviews and Heuristic Evaluations
- Performed A/B testing and researched analytics using tools such as Woopra

Muir Woods Coffee House Website — Jan 2015 - Mar 2015
Cognitive Aspects of Multimedia Design

- Conducted user interviews to develop user groups, use cases, user scenarios, and personas
- Performed competitive analyses of competitor websites to inform decisions regarding brand, design, functionality, and site architecture
- Built high-fidelity wireframes using Axure and high-fidelity mock-ups using Sketch

University of Leicester Website Redesign — Nov 2014
Cognitive Aspects of Digital Design

- Performed 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 information architecture and overall site organization