



# Thy Dao UX/UI Designer

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[daonl.github.io/portfolio](https://daonl.github.io/portfolio)

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Sterling, Virginia

## WORK EXPERIENCE

### Federal Reserve Board UX Analyst Intern

*June 2020 – August 2020 / Washington D.C. (Remote)*

- Assisted in leading a 3-month internal site redesign project
  - Worked closely with members of the IT division's UX team to help conduct user research through one-on-one card sort sessions
  - Co-wrote research recruitment emails and scripts for contextual inquiry
  - Reviewed past research, analyzed card sort data with an affinity diagram, and did a competitive analysis to define user goals and create a preliminary information architecture diagram.
- Collaborated with four other interns on a Workforce Development & STEM Engagement project to create a detailed plan for alternative recruiting strategies to increase the Board's visibility as a potential IT employer.
  - Conducted user research through stakeholder interviews, user interviews, and user surveys. Analyzed data gathered to refine and build out three main recruiting strategies.
  - Designed and wrote sample case competitions
  - Created mockups of career fair and information session flyers
  - Presented findings, proposed solutions, and showcased deliverables to all IT division officers and managers.
- Worked in an agile environment with weekly scrums with UX team members
- Documented the IT Division's Design Guidelines in AdobeXD

### Level 5 Advertising Web Design Intern

*June 2019 – August 2019 / Herndon, VA*

- Designed new websites for the company's powersports, marine, and RV clients.
- Helped to bring several sites from research and design to implementation, data and mockups to fully functional prototypes, under tight time constraints.
- Compiled a brand standards guide for one of the company's largest clients.
- Created a new web template design for the company's clients' use, conducting user research and creating low and high-fidelity mockups to build a fully functional prototype of the web template's home page.

### James Madison University Innovation Services Support Consultant

*February 2019 – July 2020 / Harrisonburg, VA*

- Assisted students with technical problems relating to Adobe Photoshop and Illustrator and aided students in operating the 3D printer, vinyl cutter, laser cutter, CriCut machine, virtual reality room, and sewing machines.
- Oversaw equipment and technology checkout
- Provided office support by answering phones, taking messages, filing, and providing general information to staff, students and other patrons.

## EDUCATION

### James Madison University

BS in Media Arts & Design, Interactive Design Concentration

Educational Media Minor

2017 - 2021 / GPA: 3.6

## SKILLS

### User Research

Interviews  
Survey Design  
Heuristic Evaluation  
Summative Usability Testing  
Card Sorting

### Design Skills & Tools

Low-Fidelity Wireframing  
High-Fidelity Mockups  
Prototyping  
UI Design  
Graphic Design  
Sketch  
Axure RP  
AdobeXD  
Balsamiq  
Adobe Creative Suite

### Technical Skills & Tools

HTML  
CSS  
JavaScript  
Bootstrap  
WordPress

## LEADERSHIP

### Public Relations Chair

*2018 – 2019 / JMU Vietnamese Student Association*

- Facilitate advertising and design social media event graphics
- Help delegate tasks to backstage design committee (10-15 people)