Thy Dao UX/UI Designer

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daonl.github.io/portfolio
thydao720@gmail.com
703 870 5306

WORK EXPERIENCE

Federal Reserve Board UX Analyst Intern

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

- Assisted in leading an internal site redesign project for several months
  - 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 user interviews
  - Analyzed card sort data with affinity diagrams and Excel pivot tables
  - Created low-fidelity wireframes for site homepage and navigation
- 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.
- 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.
- 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.

James Madison University Computer Lab Assistant

January 2018 – February 2019 / Harrisonburg, VA

- Troubleshooted computer and printer hardware problems and provided technical and hardware support for JMU staff and students
- Ensured that printers and computers were in working order and that lab procedures were being maintained throughout campus labs.

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

HTML5
CSS6
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)