HAO LUONG

Authorized to work for any U.S. employer (no sponsorship required)

haoluong1250@gmail.com **| Portfolio: https://haoluong1250.github.io/portfolio/ |** (669) 285-8107

WORK EXPERIENCE

UI/UX Designer Intern – *Ra Labs*   July 2024 – Present
- Streamlined information architecture on thelegionai.com Webflow website to improve SEO and obtain #1 in SERP
- Designed smartly animated Hi-Fi website UI components in Figma to increase user traffic and client reach by 64%
- Resolved digital products' UX issues based on feedback and Google Analytics, increasing user satisfaction by 20%
- Communicated and visualized design ideas with storyboards, process flows, and sitemaps on interactive prototypes

UX Designer – *Finally Pockets*   April 2024 – July 2024
- Designed over 60 pages of brand book and pitch deck slides for UCSD Blackstone LaunchPad competition program
- Prototyped and 3D rendered 8 packaging design mockups in Pacdora, highlighting the multisport race of tri-athletes
- Revamped online store user interface with responsive browsing features, boosting average session duration by 25%

Project Manager – *Nova Spero, Lumiere Sports*   Jan 2024 – Mar 2024
- Liaison: representative for a team of 8, communicated with organization directors, major stakeholders, and founders
- Managed team agendas, planned project schedules and tasks, and led meetings for the outreach and design teams
- Developed a resource page using Squarespace for refugee families to access sporting opportunities and resources
- Outreached to 30+ local youth sports organizations in San Diego to be a sporting resource for refugee communities

Principal, Front-End Developer and Graphic Designer – *Cantonese Cultural Club UCSD*   Nov 2023 – June 2024
- Developed website user interface using user-centric principles, Figma, Bootstrap 5.0, and HTML/CSS & JavaScript
- Hosted site on GitHub for 3+ months, featuring information on club activities, past events, and social media
- Designed flyer and poster graphics for social media and grew Instagram page to over 190 followers in 6 months
- Event coordinated dozens of culturally enriching events to grow UCSD's Cantonese community for 50+ participants

Lead Graphic Designer Intern – *ASCENDtials*   Oct 2023 – Jan 2024
- Led graphics design team of 3 by planning team meetings, organizing team tasks, and updating team agendas
- Designed event banners and flyers using Canva that promote self and environmental care for the BIPOC community
- Coordinated decolonization art exhibition for BIPOC artists to voice their stories and culture to over 50 attendees
- Modernized ASCENDtial's brand image with new 2 logos, an up-to-date library of visual graphics, and typography

EDUCATION

University of California, San Diego   Sept 2021 – June 2024
Major: *Bachelor of Science* in Cognitive Science w/ spec. in Design and Interaction   **GPA:** 3.7/4 with *Provost Honors*
Coursework: Human-Comp Interaction Design, Critical Design/Adv Studio, Design of Everyday Things, Sustainable Development Design, Research Methods, Statistical Analysis, Data Science in Practice, Aesthetics, Social Computing

PROJECTS

UI/UX Designer Lead – *Triton2Go Redesign*   Mar 2023 – June 2023
- Led a team of 6 to redesign an improved iOS mobile app food-ordering experience using user-centered design
- Conducted usability testing on 25+ participants to identify trends and problems, with interviews and surveys
- Prototyped 5 lo-fi and hi-fi interactive wireframes using Figma that resolved existing issues on the existing app
- Delivered design solutions and results to 50+ potential stakeholders for constructive feedback and design review

SKILLS

Programs: Figma, Webflow, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Excel, WordPress, Shopify
Design Skills: UI/UX Design, Web Design, Product Design, User Research, Prototyping, Wireframing, Communication
Languages/Tools: HTML, CSS, Javascript (JS), React, Bootstrap, Python, Java, Git, AutoCAD, LucidChart, Slack, Jira, Asana
Literacy: Cantonese (native), Vietnamese (native), English (fluent), Mandarin (basic)