

# HAO LUONG

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

haoluong1250@gmail.com | Portfolio: <https://haoluong1250.github.io/portfolio/>

## EDUCATION

### University of California, San Diego

Sept 2021 – June 2024

**Major:** Bachelor of Science in Cognitive Science with a specialization in Design and Interaction

**GPA:** 3.70, *Provost Honors* **Coursework:** HCI Design, Critical Design/Adv Studio, Design of Everyday Things, Sustainable Development Design, Research Methods, Intro. to Statistical Analysis, Data Science in Practice, Aesthetics

## SKILLS

**Programs:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Excel, WordPress, Webflow, Shopify

**Languages/Tools:** HTML, CSS, Javascript (JS), React, Bootstrap, Python, Java, Git, AutoCAD, LucidChart, Slack, Jira, Asana

**Design Skills:** UI/UX Design, Web Design, Product Design, User Research, Prototyping, Wireframing, Communication

**Literacy:** Cantonese (native), Vietnamese (native), English (fluent), Mandarin (basic)

## WORK EXPERIENCE

### UI/UX Designer Intern – Ra Labs

July 2024 – Present

- Transformed the product and landing page on Webflow with streamlined information architecture to improve SEO
- Designed Hi-Fi UI mockups to demonstrate site functionality and focusing on increasing user traffic and client reach
- Identified and resolved UX issues of digital product for an responsive user experience based on user feedback data
- Communicated and visualized design ideas with storyboards, process flows, and sitemaps on interactive prototypes

### UX Designer – Finally Pockets

April 2024 – July 2024

- Collaborated on crafting brand book and pitch deck for UCSD's Blackstone LaunchPad start-up program competition
- Designed the package box with Figma that encapsulates the brand's image and inspires athletes to push their limits
- Improved user shopping experience on online store website with intuitive browsing and mobile web optimization

### 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
- Designed a "Resources" page using Squarespace for refugee families to access sporting opportunities and resources
- Outreached to 30+ 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 platforms, grew Instagram page to 190+ followers in 6 months
- Orchestrated 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
- Co-coordinated decolonization art exhibition with an architect for BIPOC artists to voice their stories and culture
- Developed branding image with logos and typography that represent ASCENDtial's values with modern visual design

## 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