

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

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 CS (Photoshop, Illustrator, InDesign, Sketch), GIMP, Canva, MATLAB, Excel, WordPress, Shopify

Languages/Tools: HTML, CSS, Javascript (JS), React, Bootstrap 5.0 Framework, Python, Java, Git, AutoCAD

Design Skills: User-Centered Design, Interaction Design, Product Design, User Research, Prototyping, Wireframing

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

WORK EXPERIENCE

UX Designer – *Finally Pockets*

April 2024 – Present

- 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
- Enhanced user shopping experience on the store website by improving intuitive browsing and mobile optimization

Principal, Front-End Developer and Graphic Designer – *Cantonese Cultural Club UCSD*

Nov 2023 – June 2024

- Developed website using user-centric principles, Figma, Bootstrap 5.0 Framework, 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

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

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 the brand image with new logos and kits that represent ASCENDtial's values with modernized visuals

PROJECTS

Product Designer – *MunchMate*

Jan 2024 – Mar 2024

- Conducted user and competitor research using literature review, online research, surveys, and transcription analysis
- Designed a digital social app experience that engages groups of users to interact and connect as they consume food
- Spearheaded in-person interactive prototyping sessions of app experience using Figma wireframes and wizarding
- 39% of the participants testified they would use the MunchMate app in real life if it were to be implemented

UI/UX Designer Lead – *Triton2Go Redesign*

Mar 2023 – June 2023

- Led a team of 6 to redesign an improved mobile food-ordering experience using user-centric design principles
- Conducted usability testing on 25+ participants to identify trends and problems, with interviews and surveys
- Prototyped five 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