

# Hai-Dao Le-Nguyen

I am passionate about ethical and efficient design centred around users. I strive to constantly improve designs through rapid prototyping and focused research.

[Portfolio](#)

[in LinkedIn](#)

[M Medium](#)

## EXPERIENCE

### PhilSoc, UWaterloo — *President*

SEPTEMBER 2017 - PRESENT

- Led rebrand of communication networks (new logo, refreshed website, revised social media strategy)
- Planned and organized social events for diverse demographics, both in person and remotely
- Designed all posters for society events with average turnaround time of 3 days
- Coordinated and facilitated student focus group with faculty with an eye on enrollment numbers at the graduate and undergraduate level

### Humans of UWaterloo — *Content Creator*

JANUARY 2017 - PRESENT

- Conducted spontaneous and planned interviews with students, focusing on empathy and collaboration to facilitate discussion and encourage meaningful storytelling
- Presented and edited stories while collaborating photographers in a clear and engaging manner, leading to two of the top most viewed posts of the year (over 500+ likes each)
- Synthesized recorded audio into transcriptions, which were then distilled into impactful stories to be shared on a Facebook page with over 11 000 likes

## EDUCATION

### University of Waterloo — *Honours Philosophy*

2014 - 2019

Option in Science, Technology and Values

Relevant courses: Customer Experience Design, Design and Society, Big Data and Social Science Research in the Digital Age, Cognitive Processes, Ethics and Values, IT and Society, Intro to Formal Logic, Research as Resistance, Intro to Cognitive Science, Intelligence, Public Speaking

## PROJECTS

### RecipeMe — *Mobile App Prototype*

- Designed two interactive prototypes of a recipe creation app, focusing on usability in forms and user flows
- Conducted user research and usability testing in person and remotely with multiple prototypes
- Built user personas and created user journeys for diverse users (a Millennial and a Babyboomer)
- Created 8 paper wireframes, 3 mockups in Sketch, and 2 prototypes in Atomic
- Learned interaction design and UX form design principles

## TOOLS

Adobe Illustrator  
Sketch  
Atomic  
InVision

## SKILLS

Wireframing  
Mockups  
Prototyping  
Usability Testing  
User research  
Personas  
User flows and journeys  
Interaction design

Agile  
Sprint  
Lean UX

Critical thinking  
Collaboration  
Time management

## LANGUAGES

English  
Vietnamese  
French  
Korean