Hai-Dao Le-Nguyen

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

PROJECTS

Flight Selection — Web 🔗
➜ Built web prototype for a smooth and elegant flight booking experience using Sketch, InVision and Lean UX principles
➜ Performed competitor analysis and created a user journey map to identify pain points in the checkout experience
➜ Designed mockups, wireframes and tested prototypes with users to obtain evaluative research about product expectations and information architecture

RecipeMe — Mobile 🔗
➜ Developed a concept for a recipe creation app from wireframes to interactive prototypes with an emphasis on form design and user research using Sketch, Atomic and Google Sprint methodology
➜ Conducted end-to-end user interviews in-person and remotely which delivered valuable insights about form usability and efficient user flows
➜ Created user personas and user journeys using primary research and competitor analysis in order to understand user needs and map pain points

Dusk2Dawn — Apple Watch 🔗
➜ Designed a WatchOS app with a World Clock view consistent with Apple Human Interface Guidelines using Agile methodology
➜ Created several low and high fidelity prototypes in Figma and rapidly tested with users to gain insight and modify designs to user needs
➜ Conducted generative research and developed cohesive skeuomorphic visual identity using colour, typography and iconography

EXPERIENCE

UWaterloo PhilSoc — President
SEPTEMBER 2017 - PRESENT
➜ Led rebrand of communication networks (new logo, refreshed website, revised social media strategy)
➜ Designed posters in Illustrator for society events with average turnaround time of 3 days
➜ Coordinated and facilitated student focus group with faculty in order to understand pain points in the graduate journey and program appeal

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 which were shared on a Facebook page with over 11 000 likes
➜ 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)

EDUCATION

University of Waterloo — BA Honours Philosophy
2014 - 2019
➜ **Option** in Science, Technology, and Values
➜ **Relevant courses**: Customer Experience Design, Design and Society, Big Data and Social Science (Python, HTML, CSS), Cognitive Processes, Ethics and Values, IT and Society, Intro to Formal Logic, Research as Resistance, Intro to Cognitive Science, Public Speaking

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CONTACT
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TOOLS
Sketch
InVision
Figma
Adobe Illustrator
Atomic

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

Agile
Google Sprint
Lean UX

LANGUAGES
HTML
CSS
Python

English
Vietnamese
French
Korean

HOBBIES
Vegan cooking
Podcasts
Longform articles