Hai-Dao Le-Nguyen

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Skills: Interviews, surveys, usability testing, customer journey maps, personas, mockups, mi-fi prototypes
Tools: Figma, Mural, UserTesting, UserZoom, Optimal Workshop, Sketch, Balsamiq, Google Forms

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Experience

Design Researcher Intern – RBC   Jan 2022 - Present
- Uncovering motivations and habits through user interviews to nudge behaviour and inform product iterations
- Aligning qualitative findings with quantitative insights using Google Analytics and survey data

Design Research Assistant (Part-time) – University of Toronto Innovation Hub   Sept 2021 - Dec 2021
- Synthesized surveys, observational data, and field research into actionable insights that led to changes in training and wellbeing for 200 employees working in 500 classrooms

Design Researcher Intern – RBC   Jan 2021- Apr 2021
- Independently planned and conducted usability testing on web banking app and implemented research recommendations in partnership with product and design teams that improved user understanding
- Led exploratory research project across product teams using surveys, unmoderated experiments, and stakeholder interviews that addressed strategic need for user research on emerging market

Data Analysis Researcher (Part-time) – University of Toronto Innovation Hub   Sept 2020 - Feb 2021
- Conducted interviews, focus groups and usability testing with students, staff and faculty to identify areas of improvement which informed campus-wide strategy on academic integrity

Research Assistant (Part-time, Volunteer) – University of Toronto   Sept 2019 - Aug 2020
- Analyzed large-scale survey and mobile diary data using Python, R and qualitative coding

UX Intern – Dovetailed UX   May 2018 - Aug 2018
- Conducted exploratory study using field interviews, diary study, participatory design which led to key design recommendations for widely used productivity software

Story Editor and Interviewer (Part-time, Volunteer) – Humans of UWaterloo   Jan 2017 - Apr 2019
- Conducted interviews about sensitive topics with compassion and tact and published stories to 12k followers

Education

Master of Information (UXD Specialization) – University of Toronto   Sept 2020 - Apr 2022
- Courses: Usability Assessment, Research Methods, Accessibility and Inclusive Design

BA in Philosophy (Honours) – University of Waterloo   Sept 2014 - Apr 2019
- Awarded Silver Medal Undergraduate Essay Prize 2019 ("Reframing 'functioning': the neurodiversity paradigm and doulia")
- Nominated for Department Essay Prize 2018 ("A Harm Reduction Approach to Algorithms")