Hai-Dao Le-Nguyen

PORTFOLIO
hdlenguyen.github.io

EMAIL
haidaolenguyen@gmail.com

- **Experience in UX and marketing roles**
- **Strong communicator with enthusiasm and drive**
- **Adaptable problem solver with a passion for people and technology**

EDUCATION

University of Waterloo — BA Honours Philosophy
SEPTEMBER 2014 - APRIL 2019

- Nominated for Department Essay Prize ("A Harm Reduction Approach to Algorithms")
- President of Philosophy Society (2017-2019)
- Relevant courses: Customer Experience Design, Design and Society, Cognitive Processes, Introduction to Cognitive Science, Big Data and Social Science, Research as Resistance, Business Organization, Biological Anthropology

EXPERIENCE

University of Toronto — Research Assistant
REMOTE | SEPTEMBER 2019 - PRESENT

- Working with Professor Jeffrey Boase to clean and analyze data from large research project on social networks and mobile communication patterns using Python and R

DragonAgile — Marketing Coordinator
WATERLOO, ON | SEPTEMBER 2019 - MARCH 2020

- Design and deploy social media and email marketing campaigns using Figma, HubSpot and MailChimp
- Creating content on Wordpress using Google Analytics to optimize SEO to generate inbound leads
- Manage business logistics including payroll, quotes and invoices, briefing documents, scheduling, and client communications using MS Office, GSuite, and Trello

Dovetailed UX — UX Intern
CAMBRIDGE, UK | MAY 2018 - AUGUST 2018

- Conducted exploratory study for a major tech company using field interviews, diary study, and participatory design
- Wrote research protocols, recruited participants, and conducted remote user testing for 4 companies
- Produced wireframes and prototypes for mobile and web applications for 4 companies

Humans of UWaterloo — Story Editor and Interviewer
WATERLOO, ON | JANUARY 2017 - APRIL 2019

- Recruited participants and conducted interviews about sensitive and vulnerable topics with compassion and tact
- Published stories on Facebook and Instagram pages with over 12,000 followers collectively with posts averaging over 100 likes each

PORTFOLIO

Smooth Journey — Web, Sketch, InVision
- Conducted competitive analysis of 5 airlines and 3 flight comparison sites to identify pain points in booking flights
- Created user journey map and InVision prototype to redesign booking experience

Last Call — iOS, Sketch
- Conducted user interviews, created personas and user journey maps to create a solution to food waste
- Designed wireframes and mockups for food app that offers discounted unsold meals

Flow — Android, Sketch
- Developed wireframes and mockups for water tracking app in Sketch
- Explored core visual design principles of balance, contrast, patterns and hierarchy

Dusk2Dawn — Apple Watch, Figma
- Designed a WatchOS prototype consistent with Apple Human Interface Guidelines
- Performed usability testing with participants remotely and in person