

Jeslyn Do

Cognitive Science & Specialization in Computing student at **UCLA**, with a planned minor in Data Science & Engineering. Learning to craft with technology, express with design, and understand with empathy.

Work Experience

UX/UI Design Intern

June 2025 – September 2025

TurnBased Studio

- Analyzed project requirements to define user needs and design goals that aligned with business objectives.
- Delivered **100+ wireframes** across core app flows (onboarding, event planning, user profiles) using Figma.
- Translated hand drawn designs into interactive, low-fidelity Figma prototypes, enabling stakeholders to visualize functionality flow.

Student Ambassador

August 2024 – June 2025

Irvine Valley College Outreach

- Represented IVC with campus tours, presentations, and community events, engaging with **30+ prospective students** weekly and increasing visibility of IVC programs and services.
- Supported marketing campaigns, conferences, and college fairs to increase outreach visibility across **20+ partner schools**.

Marketing AI Intern

March 2025 – May 2025

HubSpot, AeroDefense

- Produced a full marketing campaign (blogs, landing pages, automated emails) for AeroDefense
- Built buyer personas into AeroDefense’s HubSpot CRM and leveraged AI tools to personalize messaging, increasing campaign alignment with audience needs.

UX/UI Design Intern

April 2023 – December 2023

Road2 Education Foundation

- Designed a student dashboard with gamified progress tracking to boost engagement for student learners.
- Created wireframes, UI mockups, and interface elements in Figma, applying behavioral psychology to reinforce learning habits.

Extracurricular Activities

Frontend + UI Designer

April 2025

IVC Laser Hacks

- Designed and coded landing + form pages in HTML/CSS during a 3-day hackathon
- Produced wireframes, visual branding, and UI layouts that guided backend teammates’ implementation

USC AI & Semiconductor Chips Summer Program

July 2024

USC Institute for Technology Enabled Higher Education

- Selected for a competitive certificate program focused on AI applications and semiconductor technology.
- Attended expert-led lectures from USC faculty and industry professionals on the intersection of AI, big data, and consumer behavior.

PR & Marketing Director

August 2023 – May 2024

IVC Business Leaders Society

- Designed, created, and promoted club marketing materials, including social media graphics for Instagram and Discord, increasing event visibility and engagement.
- Facilitated career development workshops (LinkedIn, resume building, and career exploration), equipping students with practical job readiness skills.

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[LinkedIn](#)

[Design Portfolio](#)

Education

Cognitive Science, BS

University of California, Los Angeles

Sept 2025 – Present

GPA: N/A

Cognitive Science & Informatics

Irvine Valley College

Aug 2023 – May 2025

GPA: 3.9 | Magna Cum Laude | Dean’s List

- Associates in Arts: Emphasis in Liberal Studies
- Full Transfer Certification: UC IGETC

Relevant Coursework

CS 36: C Programming

CS 37: C++ Programming

CS 10: Intro to Python

CS 41: Data Structures & Algorithms

CIMP 7A: Business Programming for Java

DMA 55: Beg. Graphic Design

Tools

Figma | Adobe XD

Adobe Illustrator | Photoshop | Premiere Pro

Google Workplace | Microsoft Office |

Webflow | Slack

Interests

UX/UI | Product Design | User Research | Web Development | Frontend Development | Product Management | Human-Computer Interaction

Awards/Honors

- Orange County Register Artist of the Year in Media Arts: Nominee/Semi Finalist/Finalist in Graphic Design (2023)
- City of Irvine Educational Partnership Fund Scholarship (2024)
- ASIVC Academic Excellence Scholarship (2025)
- ASIVC Social and Behavioral Sciences Scholarship (2025)