HELEN VO

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EDUCATION

British Columbia Institute of Technology (BCIT), Vancouver, BC

New Media Design and Web Development Diploma
Currently Enrolled – Expected Graduation: 2026
• Focus on UI/UX design, responsive web development, branding, and visual storytelling

Graphic Design Certificate
Completed 2024
• Intensive short program covering typography, layout, and Adobe Creative Suite

PROJECT EXPERIENCE

Courtly – Court Booking Web App
UX/UI Designer | BCIT Project | 2025
• Designed a responsive platform allowing users to book tennis, pickleball, and badminton courts.
• Conducted surveys and interviews to define pain points in the booking process.
• Developed personas and user flows to guide wireframing and design iterations.
• Created low- and high-fidelity prototypes using Figma and implemented visual hierarchy for ease of use.
• Presented final solution in a live UX presentation to instructors and peers.

Street Pulse – Urban Festival Branding
Graphic Designer | BCIT Project | 2025
• Created a full branding system for a fictional streetwear and music festival set in Ho Chi Minh City.
• Designed a printed booklet, event poster, access wristbands, and festival tickets using Adobe InDesign and Illustrator.
• Established a bold visual identity combining Y2K cyberpunk aesthetics with modern streetwear culture.
• Ensured consistency in tone, typography, and layout across all deliverables.

Pluff – Marshmallow Brand Identity
Visual Designer | BCIT Project | 2025
• Developed a full brand identity system for a fictional marshmallow company.
• Designed logo, packaging, and marketing materials with a soft pastel palette and illustrated mascot.
• Created dielines for packaging and layout compositions using Illustrator and InDesign.

MindEase – Meditation App Prototype
UX Designer | BCIT Project | 2025
• Designed a mobile meditation app targeted toward busy parents aged 25–40.
• Conducted user research and journey mapping to identify stress triggers and time constraints.
• Built wireframes and interactive Figma prototypes with calming UI, soft tone visuals, and intuitive flows.
• Designed app icons, daily reminders, and a dream journaling interaction that mirrors user habits.

Portfolio Website
Web Designer & Developer | Personal Project | 2025
• Created a responsive portfolio website to showcase design and UX case studies.
• Emphasized storytelling, clean layout, and responsive visuals across screen sizes.
• Tools used: Figma, HTML5, CSS3, JavaScript

WORKING EXPERIENCE

Freelance Graphic Designer
Vancouver, BC | Remote
Sep 2023 – Present

- Specializing in graphic design, UI/UX design, prototyping, and product design for web and mobile interfaces.
- Create mock-ups and interactive prototypes that focus on user-centred design and visual storytelling.
- Develop impactful and intuitive design solutions by blending creativity with functionality across a range of freelance projects.
- Tools used include Figma, Adobe Creative Suite, and HTML/CSS for front-end support.

Reference:
Giulia Bonforte, *Design Instructor*
British Columbia Institute of Technology
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Barista
Paradies Lagardère | Richmond, BC – YVR Airport
Mar 2023 – Present

- Prepare and serve high-quality coffee and beverages while maintaining a clean, organized café space.
- Provide friendly and efficient customer service in a fast-paced, high-traffic airport environment.
- Responsible for handling cash and POS transactions, managing stock levels, and complying with food safety protocols.

DESIGN SKILLS

• UX/UI: Wireframing, Prototyping, User Flows, Usability Testing
• Graphic Design: Branding, Typography, Layout, Packaging Design
• Software: Figma, Adobe Illustrator, Photoshop, InDesign, Lightroom
• Web: HTML, CSS, JavaScript (basic), WordPress
• Tools: Canva, Trello, Google Workspace

EXTRACURRICULARS & INTERESTS

• Volunteer visual designer for a small business
• Passionate about pixel art, storytelling, and indie game design
• Interested in sustainable branding, wellness apps, and cultural design

ADDITIONAL

Languages
Fluent English and Vietnamese

Certificates
Serving It Right Certificate
Completed British Columbia's provincial program on responsible beverage service. Gained knowledge of alcohol laws, customer safety, and how to handle potentially intoxicated individuals in a professional setting.

Food Safe Level 1 Certificate
Completed training on food safety, hygiene, and sanitation practices. Learned proper food handling, contamination prevention, and provincial health standards for working in food-related environments.

REFERENCES

Giulia Bonforte
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