

I'm a self-taught developer, aspiring **UX Designer**, and lover of simple yet enriching user experiences. My interest lies in **User Experience, Interaction Design, and Product Development**.



## EXPERIENCE

### Web Designer/Developer

VnExpress, Seattle (Remote) | November 2015 – April 2016

- Collaborated with VnExpress's teams remotely to design & build **VnExpress International (successful release in April 2016 and available at [e.VnExpress.net](http://e.VnExpress.net))**, the English version of VnExpress (known to be Vietnam's most popular online newspaper), in the organization's effort to extend its global reach to non-Vietnamese-speaking readers.
- Led end-to-end user experience research/design for both web & mobile platforms, including user/market research, low/high-fidelity design, information architecture, and content strategy.
- Worked closely alongside development teams within a front-end discipline to launch the website.

### UX Design Assistant

Human-Centered Design & Engineering Department, University of Washington | September 2015 – March 2016

- In a team of two, designing & developing **PlanSourcing**, a mobile tool that supports social recommendations for the creation of personalized step-by-step behavior change programs - using crowdsourced data that people track about their behavior - as part of a University of Washington's Directed Research Group.
- Driving the overall interaction design stages, including user interface design, as well as collaborating with team members to build an early functional prototype.

### UX Designer/Developer

Joomla, Seattle (Remote), WA | July 2015 – March 2016

- Worked with various volunteers around the world on a redesign (usability & interface) project for the next web versions of Joomla CMS, **Joomla 3.5 (successful release in March 2016)**, as part of the product development roadmap.
- Participated in various web & mobile redesign projects (including front-end implementation) related to [Joomla.org](http://Joomla.org) & [Joomla.com](http://Joomla.com) - Joomla's primary domains - as part of an initiative to improve user sign up rates as well as branding.
- Collaborated closely with the User Research Team throughout both user research & usability testing processes to identify user pain points, user requirements, and design opportunities - using mainly remote usability testing methods.

### Business Development/Marketing Analyst

ComputeNext, Inc., Bellevue, WA | March 2014 – June 2015

- Drove sales & market development with reseller partners & clients around **ComputeNext Global Cloud Marketplace**, the company's flagship "IaaS brokerage-deployment-management platform".
- Assisted the User Experience Team in capturing user requirements, conducting user research, and driving usability testing with clients. Primary methods consisted of on-site client interviews, remote usability testing, heat map analysis, and heuristic evaluation.
- **Strategically closed the company's first two sales deals in its history of operation.**





## SELECTED INDEPENDENT PROJECTS

### Amazon Web Services Internet of Things Usability Study (HCDE 517 Class Project) | January 2016 – March 2016

- Designed & conducted a baseline usability study for Amazon Web Services Internet of Things (AWS IoT) - a managed cloud service that lets connected devices easily & securely interact with cloud applications as well as other devices.
- The goal is to better understand the end-to-end process of how developers can set up a development environment in AWS IoT with various devices connected, and effectively transfer data between these devices and the environment itself.
- Participated in every stage of the process's timeline: project scoping/planning, user persona profiling, participant recruitment, usability testing, data collection/analysis, and final result presentation.
- **In a team of four, successfully presented final study results to the AWS IoT team at the conclusion of the project.**

### Pinky Swear | March 2015 – March 2016

- Collaborated with a developer to design & build Pinky Swear - an Android mobile application that allows individuals to make promises with randomly matched users, and in turn allow for communication & collaboration between the two parties toward the fulfillment of the promises made.
- Conducted user research via interviews. Produced a set of user design requirements based on subsequent research findings.
- Drove end-to-end experience & interface design, including paper sketches, wireframes, interactive prototypes, and low/high fidelity designs. Directed two rounds of usability testing through remote usability testing methods to identify user pain points.
- **Achieved up to 500 downloads over a period of six months. Live on Google Play Store for 12 months.**

### Collab | September 2015 – October 2015

- Collab is an iOS mobile application that strives to connect users who own interesting ideas - but don't possess the necessary skill sets to transform them into functional prototypes - with potential team members who may possess such skills while also sharing a mutual interest in executing the idea itself.
- Conducted user research via interviews. Created personas, user stories, user requirements, user scenarios, a site map, and a user flow to conceptualize research findings into user design requirements.
- Drove end-to-end experience & interface design, including paper sketches, wireframes, interactive prototypes, and low/high fidelity designs. Directed usability testing through remote usability testing methods.
- **Presented the idea & design solution to a group of angel investors & entrepreneurs during Seattle Startup Week 2015.**

### Husky Yum (HCDE 518 Class Project) | September 2015 – December 2015

- Husky Yum is an iOS mobile application that serves as a medium through which University of Washington students can find & discover healthy homemade recipes, as well as eat-out menu items, shared by other students within the UW community.
- Conducted user research via a combination of interviews, contextual observations, and surveys. Created an affinity diagram & personas to summarize research findings as well as better understand user behavior/attitude.
- Drove end-to-end experience & interface design, including paper sketches, wireframes, interactive prototypes, and low/high fidelity designs.
- Directed usability testing with users in person via the "think-aloud protocol".
- **In a team of four, successfully presented the final design solution to the class at the end of the quarter, as well as created a Design Specification document to serve as a guide for any potential future engineering implementation.**



## EDUCATION

### MS in Information Management (User Experience Design, Data Science & Analytics)

University of Washington, Seattle | September 2015 – Present

### BA in International Studies (International Political Economy & Business)

University of Washington, Seattle | September 2012 – June 2014



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