KATHERINE VO

katherinevo09@gmail.com

(240) 308-9939 • linkedin.com/in/katherine-vo/ • kthrnv.github.io

EDUCATION

University of Maryland, College Park Bachelor of Science, Information Science **Expected May 2022**
Minors: General Business, Sustainability Studies
Overall GPA: 3.55   Major GPA: 3.82

WORK EXPERIENCE

SAS, *Education Design Intern* – Virtual Internship **May 2021 - Present**
- Designed wireframes and prototypes for customer learning portals and subscriptions
- Developed designs into functional course portals in Moodle LMS and Totara LMS using HTML, CSS, and JavaScript
- Collaborated with designers, marketers, and course developers for design feedback and business requirements

Ginger Cove Assisted Living, *UI/UX Designer* – Virtual Internship **Jun 2020 - Aug 2020**
- Reviewed popular UI/UX trends and compiled findings into reports on a weekly basis for the development of a mobile app that provides memory care to over 350 residents
- Generated user flows, wireframes, low-fidelity mockups, and an interactive prototype on Adobe XD
- Supported designers, developers, and other stakeholders in translating user needs into an intuitive solution

PROJECTS

YesStyle Website Redesign Project (INST362: User-Centered Design) **Oct 2020 - Dec 2020**
- Conducted user interviews and evaluations to find the root problem of the YesStyle e-commerce website
- Analyzed common themes from responses to empathize with users and reiterate on designs
- Utilized the double-diamond approach and constructed 4 alternatives to reduce the complexity of the layout

LEADERSHIP EXPERIENCE AND ACTIVITIES

Bitcamp,

Design Director **Jun 2021 - Present**
- Established a design system of components on Figma to ease the process of developing wireframes and prototypes for the Design Team
- Discussed and collaborated with other directors to discuss goals for Bitcamp 2022 – the annual hackathon experience at the University of Maryland

Design Team Organizer **Nov 2020 - Jun 2021**
- Devised desktop and mobile wireframes for the 2021 website in accordance with their brand guidelines
- Created social media posts to engage hackathon participants using knowledge in social media strategy
- Mentored hackers by giving them design tips to help them learn and build something new

Technica*, Design Team Organizer* **Apr 2021 - Present**
- Collaborated with the Tech Team to design and develop wireframes and prototypes for the 2021 landing website
- Participated in brainstorming sessions for hackathon themes, UI/UX personalization to enhance the user experience, and rebranding initiative to celebrate improving diversity
- Designed social media posts and hacker merchandise to further promote the community of the world's largest hybrid hackathon for underrepresented genders organized by UMD students

Association for Women in Computing, *Design Director* **Apr 2021 - Present**
- Composed branding guidelines, templates, vision board, and posting schedule to enhance social media presence
- Generated illustrations and graphics for marketing collateral
- Planned logistics for in-person and virtual events to create a close-knit community of women in computing

TECHNICAL INTERESTS

Tools: Adobe Creative Cloud (Photoshop, Illustrator, XD), Figma, Canva, Miro
Programming: Java, JavaScript, Python, HTML/CSS, SQL
Skills: UI/UX Design, Product Design, Web Design, Graphic Design, Illustration, Wireframing, Prototyping
Languages: Basic Knowledge in Vietnamese