

HELEN VO

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EDUCATION

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 multi-sport booking platform and defined user pain points through research.
- Created personas, user flows, and Figma prototypes with a clean, accessible visual hierarchy.

Street Pulse – Urban Festival Branding

Graphic Designer | BCIT Project | 2025

- Created a full branding system for a fictional streetwear/music festival in Ho Chi Minh City.
- Designed booklet, posters, wristbands, and tickets using InDesign and Illustrator.
- Developed a bold Y2K-inspired visual identity with consistent typography and layout.

Pluff – Marshmallow Brand Identity

Visual Designer | BCIT Project | 2025

- Developed a full brand identity system for a fictional marshmallow company.
- Designed logo, packaging, marketing materials and illustrated mascot.
- Created dielines for packaging and layout compositions using Illustrator and InDesign.

Whispurr - Journaling Companion App

UX/UI Designer | BCIT Project | 2025

- Designed a mindful journaling app with cute cartoon animal companions for emotional support.
- Created core features like mood logging, guided prompts, and soft visual feedback.
- Built wireframes and high-fidelity Figma prototypes with calming visuals and intuitive flows.

WORKING EXPERIENCE

Freelance Graphic Designer

Vancouver, BC | Remote

Sep 2023 – Present

- Design UI/UX, branding, and digital assets for web and mobile projects.
- Create wireframes, mockups, and interactive prototypes in Figma.
- Produce logos, layouts, and visual materials for clients.
- Use Figma, Adobe Suite, and basic HTML/CSS for project support.

Barista

Paradies Lagardère | Richmond, BC – YVR Airport

Mar 2023 – Present

- Prepare beverages and maintain a clean, organized café space.
- Provide friendly customer service in a high-traffic environment.
- Handle POS transactions, cash, and basic stock duties.

DESIGN SKILLS

- Figma (UI, prototyping, components)
- Adobe Creative Suite
- UX: Wireframes, user flows, basic testing
- Visual Design: Branding, layout, typography

ADDITIONAL

Google UX Design Certificate — In Progress

Adobe Certified Professional — Expected 2026

Figma UX/UI Certificate — Expected 2026

REFERENCES

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