Wendy Dong

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Education

Drexel University   Philadelphia, PA
Bachelor of Science in User Experience and Interaction Design   Expected Graduation : June 2028
Cumulative GPA: 3.84

Skills

Software Applications: Figma, Adobe Creative Cloud, Visual Studio Code, GitHub, Google Workspace, Microsoft Office
UI/UX Design: User Research, Prototyping, Wireframing, Design Thinking, Visual Design, HTML/CSS/JavaScript Basics

Project Experience

Website Redesign [Zara]   Drexel University | September 2024 - Present

- Redesigning **Zara's website** through user research, prototyping, and evaluation of graphical user interfaces, focusing on enhancing **user experience** and **product engagement**
- Developing **wireframes** and **high-fidelity prototypes** in **Figma** to create aesthetically pleasing and functional user interfaces
- Preserving core branding elements by applying **visual hierarchy**, **typography**, and **color theory**, while aiming to incorporate user feedback into the design process for consistency and usability

Personal Online Portfolio   Drexel University | September 2024 - Present

- Creating a multi-page **online portfolio**, focusing on the design, delivery, and maintenance of **functional** web content
- Developing an aesthetically pleasing and functional website by applying core **UI/UX design skills** in **Figma** and implementing **HTML/CSS** using **VSCode** and **GitHub**
- Planning to incorporate **user testing** to inform further development and redesign of the portfolio

Dragon Venture   Drexel University | May 2023 - June 2023

- Collaborated with a team to address challenges faced by **college commuters** by creating a prototype for **an app** that fosters connections and helps users discover **events tailored** to their schedules
- Prototyped features, including a **locker system** for storing belongings and a dedicated **lounge space** for relaxation and studying, through user research, ideation, and storytelling
- Engaged in **team brainstorming** and **user feedback** discussions to refine the products' design and functionality

Work Experience

Goodwin College of Professional Studies | Peer Mentor   Philadelphia, PA | May 2023 - December 2023

- Mentored students by offering advice for personal and professional growth, leading to **healthier habits** and **improved grades**
- Enhanced peer relations by facilitating open conversations, resulting in increased **productivity** and a more **positive mindset**
- Updated students of **campus resources** and daily events, contributing to higher **engagement rates**

Relevant Coursework

Design Thinking in Product Design	User Interface Design I, II	Design for Media I, II
Scripting for Interactive Digital Media I	Web Design I, II	Web Systems & Services I

Awards

Presidential Scholarship, Drexel University, 2022 - Present
Richard A. Ash Scholarship Recipient, Philadelphia Foundation, 2022 - Present
Dean's List Award, Drexel University, 2022 - Present