

EDUCATION

University of Florida

Class of 2025

B.A. Digital Arts and Sciences

SKILLS

Design

User Interface (UI)

User Experience (UX)

Wireframing

Prototyping (hi-fi, mid-fi, lo-fi)

Design Systems

Visual Design

Web Design

Branding

Research

Surveys and interviews

Competitor SWOT Analysis

Affinity Diagramming

User Personas and scenarios

Usability testing

Tools

Figma

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

Google & Microsoft Suite

Unity 2D/3D

Android Studio

Protopie

Toon Boom Harmony

MAXQDA

Maya

EXPERIENCE

Website Project Designer - Gator User Design (GUD)

September 2023 - May 2024

- Conducted 50+ club member interviews and surveys, providing valuable insights that influenced the design of the club website.
- Effectively communicate design decisions to a multidisciplinary team, reducing design-related misunderstandings by 20%.
- Collaborated with team members to design a responsive low-fidelity website prototype, resulting in 60% increase in club member satisfaction

Multimedia Director - Vietnamese Student Organization (VSO)

July 2022 - April 2023

- Designed and created promotional materials for cultural shows including flyers, merchandise, and video campaigns, contributing to 700+ event attendance.
- Led a committee of 15+ club members to ensure that all multimedia content for cultural shows was organized, resulting in a cohesive online media presence.
- Produced photo and video content for use on the club's social media accounts and websites, increasing membership engagement 100% from previous year.

MM Committee Member - Japanese Student Organization (JSA)

March 2023 - April 2023

- Planned and edited video content for the club's Spring Banquet, improving event awareness by 20% to the general student body.
- Collaborated with peers to design and create promotional materials including flyers and merchandise, resulting in 24% increased expected event attendance.

LEADERSHIP

Interns Program - Society of Asian Scientists & Engineers (SASE)

January 2022 - May 2022

- Collaborated with peers to host two general body meetings and technical workshops, promoting professional career development for students.
- Created and planned 4 bi-weekly athletic events, boosting club membership with 30% increased freshmen class engagement

NewGen Academy - Vietnamese Student Organization (VSO)

January 2022 - May 2022

- Collaborated with peers to create multimedia content for the club's social media accounts using technical and design skills, increasing club general body meetings and club event attendance by 25%