

education

Georgia Institute of Technology

Master of Science in Human-Computer Interaction

Atlanta, GA | May 2021

University of Cincinnati

Bachelor of Business Administration, Magna Cum Laude

Majors: Information Systems, Marketing

Cincinnati, OH | May 2019

experience

State Farm, UX Research Intern

Conducted qualitative data analysis from data gathered from interviews and moderated usability testing. Developed task analyses, information architecture diagrams, and wireframes based on research findings. Presented recommendations and solutions to design and business partners.

Atlanta, GA | May 2020 - Jul 2020

Georgia Tech Research Institute, UX Researcher

Gathered user requirements for interactive dashboards to leverage data sources and provide insights for data-driven decision-making. Moderated feedback evaluation sessions with multiple user groups.

Atlanta, GA | Jan 2020 - May 2020

Halo Communications, Marketing Coordinator

Designed graphics, landing pages, and web content for outbound marketing campaigns.

Created interactive media for company website. Wrote articles about trends in healthcare technology for audiences of over 2000 readers.

Cincinnati, OH | Jan 2019 - Jul 2019

UC Consumer Insights Lab, Marketing Research Assistant

Created an adaptive survey to study the effects of lighting on consumers' attitudes, behaviors, and motivations. Analyzed qualitative and quantitative data collected from over 150 survey participants. Provided strategic recommendations on use of warm lighting in coffee shops.

Cincinnati, OH | Jan 2019 - Apr 2019

projects

The HC-Hive Podcast for Georgia Tech MS-HCI Program, Co-Host and Editor

Interview guests about various topics related to human-computer interaction, user experience, and navigating graduate school. Edit, upload, and distribute audio recordings.

Jul 2020 - Present

Industry Project: Creating an Omnichannel Experience, UX Researcher

Conducted user research to design tools for Square merchants to streamline business processes.

Analyzed data collected from surveys, contextual inquiries, concept feedback sessions, and usability testing. Presented findings and recommendations to Square UX stakeholders.

Aug 2019 - Dec 2019

Would Recommend: Mobile Application for People with Food Allergies, UX Researcher

Generated design implications and requirements to design tool for helping people with food allergies find suitable dining options on-the-go. Used findings from research activities to create mockups, wireframes, and paper prototypes.

Aug 2019 - Dec 2019

skills

Research

Interviews, Comparative Analysis, Task Analysis, Usability Testing, Observations, Contextual Inquiry, Focus Groups, Surveys, Affinity Mapping

Design

Brand Identity, Sketching, Data Visualization, Information Architecture, Prototyping, Video Editing

Tools

Tableau, Figma, Qualtrics, Solidworks, Adobe Creative Suite, InVision, HTML/CSS, SQL, PowerBI

Languages

Fluent Vietnamese, Conversational Spanish, Basic Italian