

IVY DO

PRODUCT DESIGNER

PROFILE

As a Product Designer with a background in customer service and content design, I bring a unique perspective to the design process. My strong empathy skills allow me to deeply understand user needs, while my experience in conflict resolution ensures smooth collaboration with cross-functional teams. I have a passion for creating user-centered design solutions that not only look great but effectively solve the user's problems.

PROJECTS

Aviato E-commerce Website | Design Lead | April - May 2023

- Redesigned the checkout page, including a single-page layout for a quicker and simpler experience
- Worked closely with the software engineer to design within specific technical constraints
- Created a design system with a complete style guide and components library for future iterations
- Time on task improved by 37% from 1st iteration

Hackathon - PetDoc | UX Design Lead | July 2023

Challenged to create a website or application which would be an informational resource for pet owners

- Collaborated with a team of UX researchers, designers, and software engineers from ideation to launch of the website
- Conducted research in collaboration with the UX researcher through user interviews with 6 participants
- Created user flows and wireframes to communicate priorities to developers
- Created final mid-fi prototype with over 20 screens after conducting usability testing

EXPERIENCE

Product Designer | Snazz | September 2023 - Present

- Successfully redesigned the company website, leading to a remarkable 200.7% increase in total visitors within a 4-month period
- Collaborating closely with fellow designers and developers to align web design strategies with overarching business objectives in the fast-paced, dynamic startup setting
- Actively improving the UX and UI by gathering and implementing feedback from users and stakeholders, resulting in enhanced usability and engagement
- Proficiently creating design artifacts for web and mobile, including high-fidelity mockups & prototypes

Product Design Consultant | Wrist Walk | March 2023 - June 2023

- Conducted market research through competitive and comparative analysis to evaluate current trends
- Gathered data through user interviews to make informed design decisions
- Worked closely with the client to develop a design system for smoother handoffs and implementation

Product Design Consultant | Common Agency | January 2023 - January 2023

- Conducted research through user interviews, & market analysis to identify user needs
- Designed multiple iterations of sketches, wireframes, and a high-fidelity interactive prototype
- Managed project progress from start to finish by delegating tasks and creating a project plan to ensure successful completion, presentation, and design hand-off to stakeholders

Customer Service Representative | Chewy | February 2022 - May 2022

- Selected as Top Performer for having the highest percentage of quality customer interactions within the company's central region during my first month
- Investigated & resolved customer problems in a timely and empathetic manner
- Tracked trends & analyzed data from customer feedback to improve customer satisfaction

Virtual Student Federal Service Intern | U.S. Department of State | September 2020 - May 2021

- Collaborated on a team to generate ideas for engaging content, increasing site participation by 150%
- Conducted research on topics relevant to the project and presented summary analysis documents
- Produced high-quality digital products that ensured the organization's messages were on target and sensitive to the many cultures represented by the Dept. of State

EDUCATION

General Assembly | User Experience Design Immersive

Georgia State University | BA in Interdisciplinary Studies | Global Studies & Conflict Resolution

CONTACT

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SKILLS

USER RESEARCH

User Interviews
Affinity Mapping
Journey Mapping
Competitive Analysis
Personas & Archetypes
Heuristic Evaluation
Usability Testing

DESIGN

Information Architecture
Responsive Design
User Flows
Wireframing
Accessibility
Prototyping

COMMUNICATION

Stakeholder Presentation
Agile Sprints
Design Studio
Client-Relationship

OPERATIONS

Problem Solving
Human Centered
Team Collaboration
Project Planning
Storytelling

TOOLS

Figma

Jira

Miro

Framer

Trello

Google Suite