

KATHERINE VO

katherinevo09@gmail.com

(240) 308-9939 • [linkedin.com/in/katherine-vo/](https://www.linkedin.com/in/katherine-vo/) • [kthrnv.github.io](https://github.com/kthrnv)

EDUCATION

University of Maryland, College Park Bachelor of Science, Information Science **Expected May 2022**
Minors: General Business, Sustainability Studies
Overall GPA: 3.55 Major GPA: 3.82

WORK EXPERIENCE

SAS, Education Design Intern – Virtual Internship **May 2021 - Present**

- Designed wireframes and prototypes for customer learning portals and subscriptions
- Developed designs into functional course portals in Moodle LMS and Totara LMS using HTML, CSS, and JavaScript
- Integrated design feedback and business requirements from key stakeholders

Ginger Cove Assisted Living, UI/UX Designer – Virtual Internship **Jun 2020 - Aug 2020**

- Reviewed popular UI/UX trends and compiled findings into weekly reports for the development of a mobile app that provides memory care to over 350 residents
- Generated user flows, wireframes, low-fidelity mockups, and an interactive prototype on Adobe XD
- Supported designers, developers, and other stakeholders in translating user needs into an intuitive solution

PROJECTS

YesStyle Website Redesign Project (INST362: User-Centered Design) **Oct 2020 - Dec 2020**

- Conducted user interviews and evaluations to find the root problem of the YesStyle e-commerce website
- Analyzed common themes from responses to empathize with users and reiterate on designs
- Utilized the double-diamond approach and constructed 4 alternatives to reduce the complexity of the layout

LEADERSHIP EXPERIENCE AND ACTIVITIES

Bitcamp,

Design Director **Jun 2021 - Present**

- Established a design system of components on Figma to ease the process of developing wireframes and prototypes for the Design Team
- Collaborated with other directors to discuss goals for Bitcamp 2022 – the annual hackathon experience at the University of Maryland

Design Team Organizer **Nov 2020 - Jun 2021**

- Devised desktop and mobile wireframes for the 2021 website in accordance with their brand guidelines
- Created social media posts to engage hackathon participants using knowledge in social media strategy
- Mentored hackers by giving them design tips to help them learn and build something new

Technica, Design Team Organizer **Apr 2021 - Present**

- Partnered with the Tech Team to design and develop wireframes and prototypes for the 2021 website
- Joined in brainstorming sessions for hackathon themes, UI/UX personalization to enhance the user experience, and rebranding initiative to celebrate improving diversity
- Designed social media posts and hacker merchandise to further promote the community of the world's largest hybrid hackathon for underrepresented genders organized by UMD students

Association for Women in Computing, Design Director **Apr 2021 - Present**

- Composed branding guidelines, templates, vision board, and posting schedule to enhance social media presence
- Generated illustrations and graphics for marketing collateral
- Organized logistics for in-person and virtual events to create a close-knit community of women in computing

SKILLS

Tools: Adobe Creative Cloud (Photoshop, Illustrator, XD), Figma, Canva, Miro, Trello

Programming: Java, JavaScript, Python, HTML/CSS, SQL

Design Interests: UI/UX Design, Product Design, Web Design, Graphic Design, Illustration, Wireframing, Prototyping

Languages: Basic Knowledge in Vietnamese