

# Joyce Doong

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## EDUCATION

### Master of Science, Ira A. Fulton Schools of Engineering, User Experience

Arizona State University

May 2024

GPA: 4.0/4.0

### Bachelor of Arts, Media and Communication

University of Washington Bothell

March 2020

GPA: 3.75/4.0

## TECHNICAL SKILLS

**Skills:** UI/UX Design, Product Design, Visual Design, Prototyping, Usability Testing, User Research

**Tools:** HTML, CSS, Figma, Adobe XD, Illustrator, Photoshop, Indesign, Premiere

**Language:** English, Mandarin, Japanese

## WORK EXPERIENCE

### UI/UX Designer

Professional EPICS

May 2024- present

Remote

- Designed comprehensive app and website interfaces by using **Figma** and communicating project partner demands, researching platform-specific interfaces, and collaborating with a 5-person development team. Delivered high-fidelity prototypes and mockups.
- Led the creation of wireframes, sketches, logo and detailed mockups for enterprise clients, ensuring alignment with their requirements.

### UI/UX Contractor

Joyin.Inc

September 2023- November 2023

Tempe, Arizona

- Assisted working closely with photographers to achieve visually appealing product displays.
- Served as a costume make-up artist for promotional materials, contributing to creating engaging and themed visual content for seasonal products, enhancing the brand's overall user experience and appeal.

### International Communicator/Public Relations

Commerce Development Research Institute(CDRI)

April 2020- June 2021

Taipei, Taiwan

- Managed the translation and maintenance of the English website through internal CMS, ensuring accuracy and timely updates for an improved user experience.
- Directed event planning, organized press conferences, and spearheaded publicity campaigns to maximize outreach and engagement.

## PROJECT EXPERIENCE

### RollTech Website Redesign, Freelance UI/UX Designer

January 2024 – Present

- Collaborated with the customer and a UI/UX Designer to outline and design the website
- Utilizing **Framer** as the prototyping tool to achieve the ideal user interface.

### Wildlife Website Design

January 2023 – April 2023

- Executed thorough research and conducted insightful interviews with the target audience, providing valuable insights for the Wildlife Website Project.
- Developed innovative website functions by **Figma**, fostered seamless team collaboration, and showcased the final project at the distinguished College of Integrative Sciences and Arts (CISA) student showcase, garnering recognition for the work.

### Product Design and Evaluation

August 2022 – December 2022

- Partnered with a team of 5 to devise strategies and execute enhancements to Instagram, resulting in expanded customization options and increased user appeal.
- Proficiently utilized **Figma** to develop and prototype the project, ensuring efficient and effective design implementation.