

Joyce Doong

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EDUCATION

Master of Science, Ira A. Fulton Schools of Engineering, User Experience **May 2024**
Arizona State University **GPA: 4.0/4.0**

Bachelor of Arts, Media and Communication **March 2020**
University of Washington Bothell **GPA: 3.75/4.0**

TECHNICAL SKILLS

HTML CSS Figma Adobe XD Adobe Illustrator Adobe Photoshop Adobe Indesign

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.

WORK EXPERIENCE

UI/UX Contractor **September 2023- November 2023**
Joyin **Tempe, Arizona**

- Assisted in the creative process by 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.

English Department Supervisor **July 2021- November 2021**
Global Village Organization **Taipei, Taiwan**

- Gathered learner feedback to understand the needs, ease of use, accessibility and partnered with system engineers to streamline the online learning platform, enhancing learner experience.
- Oversaw a team of 100 foreign teachers, collected teachers' opinions, and suggested ideas to the supervisor team, optimizing operational efficiency and elevating teaching standards to achieve exceptional results.

International Communicator/Public Relations **April 2020- June 2021**
Commerce Development Research Institute(CDRI) **Taipei, Taiwan**

- Managed the translation and maintenance of the English website, 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.