

# portfolio.

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Mai Dang

I'm a UX researcher and designer  
with a user-centered perspective.

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# About Me

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I'm a UX researcher and designer. I have a graphic design background, a user-centred perspective, and a detail-oriented practitioner.

I am interested in logic, research, and coding, presenting information visually appealingly, and designing and researching based on user-centric design and design thinking. I enjoy learning, reading, and exploring new technologies



## What do I do

I am taking a technical communication program, which is helping me enhance my research, communication, teamwork, working under pressure, and problem-solving skills. The whole process has given me a lot of skills and knowledge, as well as crucial takeaways in transferring complex information into easy outcomes and helping users recall the information better.

I have also been learning about user experience design and user-centric design research to enhance my career path. I researched user experience, understanding their needs, values, and problems to create a UX story, user journey, user flow, information architecture, and priority guide for the website with innovative design strategy, research, and development.

## Why do I do what I do

Research about user experience is interesting, as it helps us understand their perspective on designing in a user-centric way. User-experience design is important to help people access the information they need effectively and make it easy to remember. This helps users buy and retain our services and products, which increases organizations' profits and contributes significantly to society in general.

# Profile

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Innovative ideas and cultural diversity are critical learnings for my creative career path. I enjoy researching technology, communication, self-learning, and problem-solving from a user-centric perspective.

## Expertise

User-centric Design  
Strategic Design Research & Development  
UI/UX Research  
Web Design

Wireframing  
Branding  
Illustration  
Graphic Design

## Experiences

### Social Media Manager

Mabel Design Co. – Greater Toronto Area · Hybrid

2023 – 2024

With a passion for social media and written communication skills, familiarity with social media platforms and best practices, creativity, and an eye for design, I work independently and efficiently manage project timelines, leveraging my experience managing and growing social media presence while collaborating closely with the Principal Interior Designer. I also use analytics tools to monitor and report on social media performance, offer ideas for improvement, and keep up with the newest social media and interior design trends to assist in shaping the company's content strategy.

### Graphic Designer

Blossom Kitchen & Bar – North York, Ontario · Hybrid

2023

My research and design strategy ideas related to the kitchen bar owner's concepts. This included banners, posters, still images, table cards, and multimedia promotions. I worked with other employees and the owners on a short-term effort to rebrand the company.

## Relevant Skills

I am skilled in Adobe design tools such as Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, WordPress, Figma, Google Drive and PM Tools. I utilize Canva to create quick sample artwork to present to clients.



# My Brand Story

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## My Vision

I'm an entry-level UX researcher and designer with a background in graphic design. I discovered that making things appear great isn't the only successful technique. Understanding the user experience, user journey, and user-centric research is critical for improving my design and communication.

## My Values

creative  
collaborative

flexible  
self-taught

# Testimonials

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"Thank YOU for your help and for creating designs for me. Thank you for your efforts. I appreciate it and am happy to work with you."

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**Nancy Kuemper**  
*Founding Principal Interior Designer and  
Creative Director, Mabel Design Co.*

# My Work

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There may be no better way to communicate what we do than through images. As you browse my site, take a few moments to let your eyes linger here, and see if you can get a feel for our signature touch.

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## OSAP Help Site

P.05

For a capstone project to create the Ontario Student Assistance Program help site, I worked in a team, conducting research, planning information architecture, user journey, user flow, prototyping with HTML CSS, and wireframing with Figma.



## Blockchain White Paper

P.07

This white paper examines blockchain's potential to improve healthcare by securing patient data and enhancing diagnosis. It includes research, analysis, and informative infographics.



## GanttProject User Guide

P.08

This GanttProject user guide gave me valuable experience researching and writing from a user experience perspective. From writing a proposal to outlining the content architecture, drafting the content, and finalizing the user guide, the whole experience was valuable for my research, writing, and organizational skills.

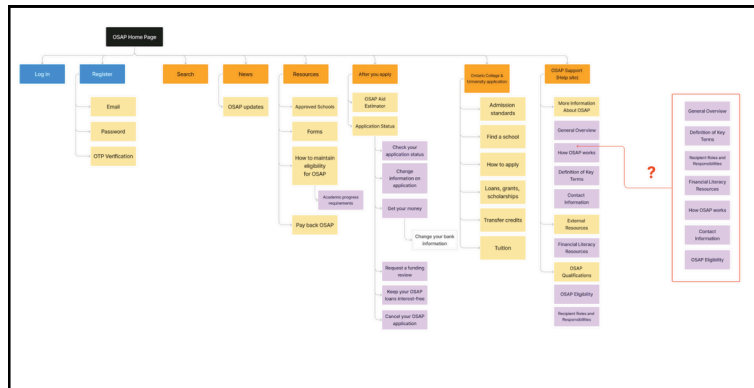


# OSAP Help Site

## Group project

Members: Katie Wallace, Lauryn Rotaru, Shreya Chhaparia, Mai Dang

Duration: 3 months (May–August 2024)

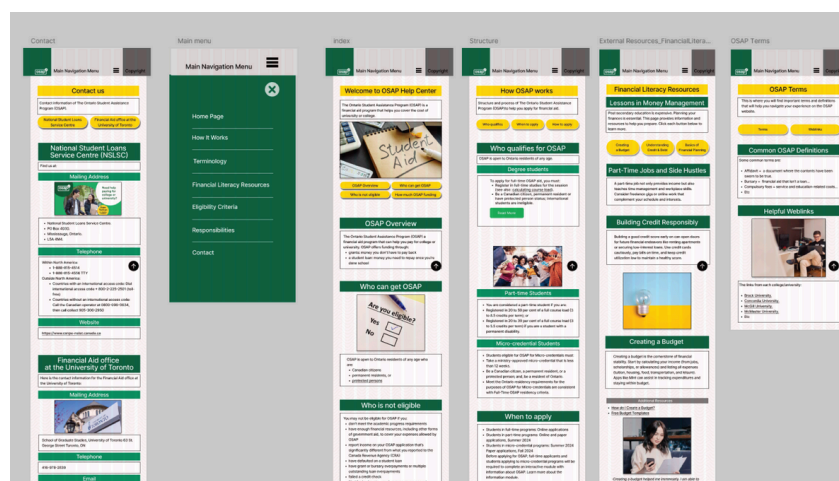


## Project Outcomes:

- Persona
- User Story
- User Flow
- Information Architecture
- Research Methods
- Priority Guide
- Wireframes
- High-fidelity Prototype

## Key learnings:

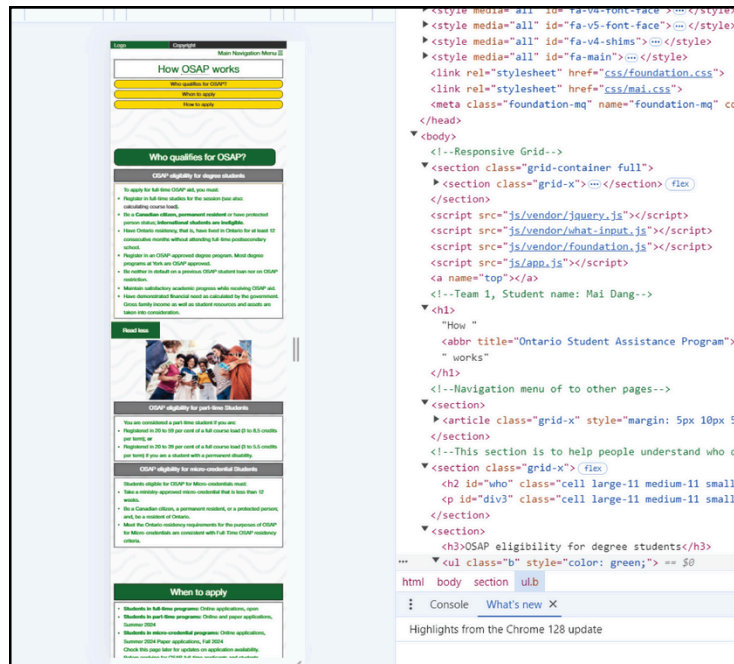
- Define the target audience and create detailed profiles (user personas) representing different user types.
- Understand user goals and create user stories to outline their interactions with the product or service. Map out the user flow to visualize the journey users will take.
- Organize and structure content in a way that is easy for users to navigate and find what they need.
- Gather insights from users through primary research (surveys, interviews, card sorting) and secondary research (existing data, market analysis).
- Create low-fidelity to high-fidelity prototypes to test the basic functionality and user flow. Use tools like HTML, CSS, JavaScript, and Figma.
- Use wireframes that visually represent the final product.



As a UX designer, I played a crucial role in shaping the user experience of our product. I began by understanding and defining our target users and creating detailed user personas to represent different segments of our audience. These personas helped me empathize with users and understand their goals, needs, and pain points.

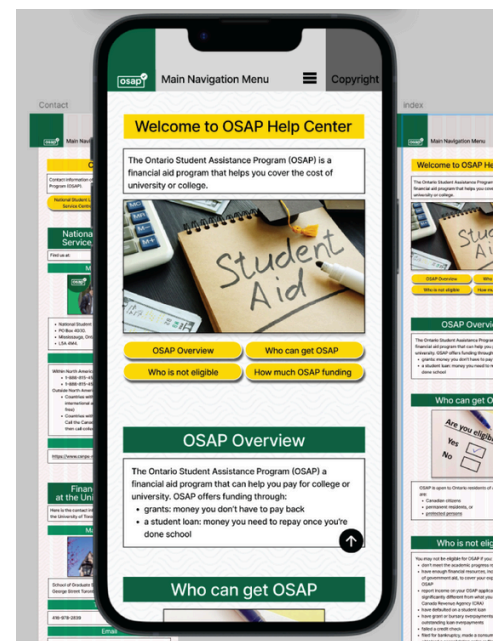
# OSAP Help Site

Next, I focused on organizing the content structure (information architecture) and prioritizing the most important pages. This ensured users could easily navigate the product and find the needed information. By prioritizing pages, I could allocate resources effectively and focus on delivering the most valuable features first.



I created wireframes using HTML, CSS, and Figma to visualize the design. Wireframes provided a low-fidelity representation of the product's layout and functionality, allowing me to test different design concepts and gather stakeholder feedback. I conducted user research through surveys to gather insights from potential users and iterate on my designs, ensuring they met their needs and expectations.

Figma prototype



# Blockchain

in the healthcare industry  
to protect and diagnose patient data

Duration: 2 months (June–August 2024)

## Project Outcomes:

- White Paper
- Infographic
- Research Methods

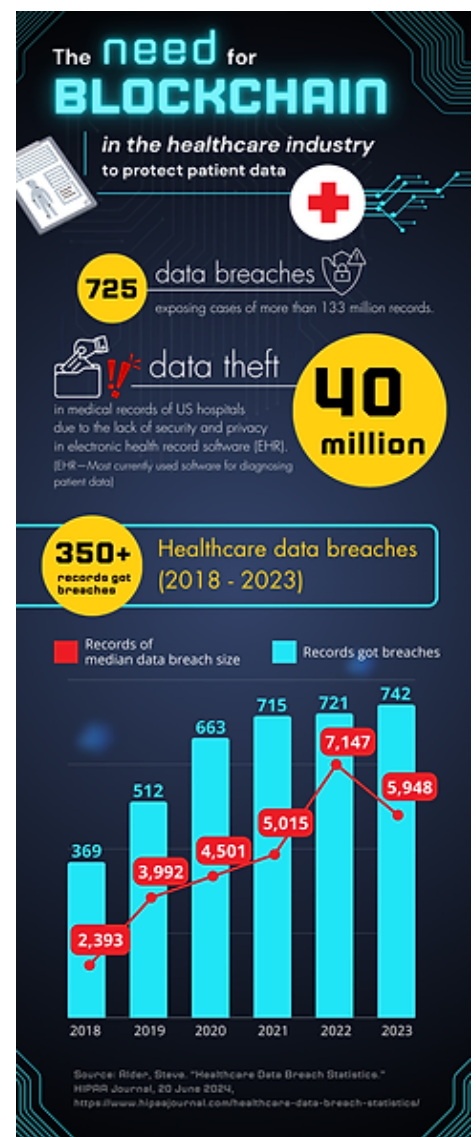
## Key learnings:

- Conduct in-depth research on new technologies, understanding their complexities and potential applications.
- Explain complex concepts clearly and concisely, making them accessible to a broader audience.
- Create visually appealing and informative infographics that complement the written content and reinforce key points.
- Follow best practices for writing technical documentation, including structure, formatting, and style.

## Abstract

Healthcare is becoming the most important requirement for a better life. The main challenges in the healthcare industry are managing medical records, protecting, and diagnosing patient data safely and accurately, ensuring correct processes and preventing drug abuse.

Blockchain technology is the best approach to tackling these issues. Blockchain is crucial in decentralized data distribution to protect and diagnose patient information and warning announcements about prescription drug abuse issues.



[View full PDF](#)

# GanttProject

## User Guide

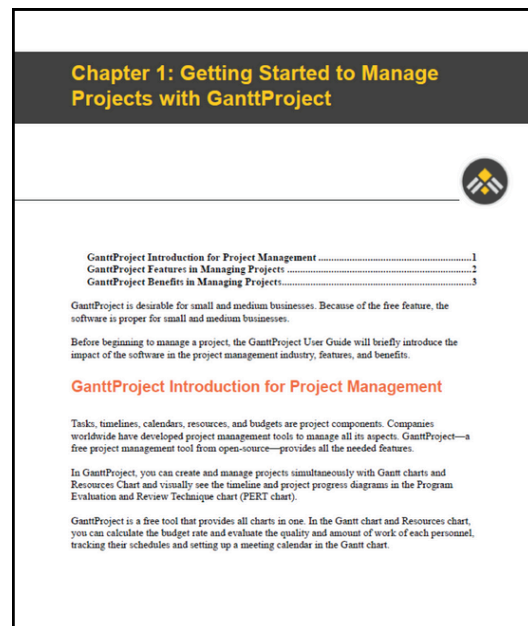
Duration: 2 months (June–August 2024)

### Project Outcomes:

- Proposal
- Content Architecture
- User Guide

### Key learnings:

- Gain a deep understanding of the software's features, functionalities, and underlying technologies.
- Explain complex concepts clearly and concisely that are accessible to a broader audience.
- Adhere to guidelines for structure, formatting, and style in technical documentation.
- Create a comprehensive plan from the beginning, including research, target audience analysis, and content architecture.
- Organize and prepare the project, which in turn streamlines the working process and ensures the documentation meets user and stakeholder needs.



## Nature of GanttProject User Guide

The GanttProject User Guide guides users from understanding the project management concepts with easy explanations to step-by-step instructions with the most streamlined flow: managing a project on the top level, then going deep down into detailed levels to manage tasks, budgets, and resources of a project.

The GanttProject User Guide also provides helpful appendices with project management and technical terminology used in the software.

These are helpful for employees, managers from start-ups, and small or medium companies who need a handy guide to refer to any time they forget how to use a function in the GanttProject software.

[View full PDF](#)



# Ask me a question

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## Currently seeking new opportunities

Please feel free to connect and ask me any questions. I'm eager to learn new things in new environments.



[dangnkimmai@gmail.com](mailto:dangnkimmai@gmail.com)



[instagram](#)



[linkedin](#)



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Thank you.