



VIVIANE DAO

Product Designer
Los Angeles, CA

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DESIGN

UX Design
UI Design
Interaction Design
Visual Design
Web & Mobile Design
Sketch
Figma
Adobe CC
Invision

RESEARCH

Market Research
A/B Testing
Competitive Analysis
Usability & Concept Testing

OTHER SKILLS

Front-End: HTML/CSS/JavaScript
Digital Marketing Strategy
Google Analytics
Adobe After Effects

EDUCATION

General Assembly
Santa Monica, 2012
User Experience Certification

FIDM
Los Angeles, Class of 2012
Associate of Arts

EXPERIENCE

April 2017 -
Current **MADDESIGNS | UI/UX Designer**

Work with design agency on a breadth of digital projects involving UI/UX designs for small, medium and large businesses, agencies and brands.

- Partner with project lead to create design flows and experiences that are usable and elegant
- User testing and QA across all web and mobile platforms for development teams to refine
- Led responsive web designs for Rita's Shop, IvyShine, Luxury VIP Suites, Mural, BugBam, Real American, and Woven.
- Contributed to Powerpoint/Keynote pitch deck presentation designs
- Successfully contributed to the launch of 30+ digital projects

Oct. 2017 -
Current **LETSSURF APP | UI/UX Designer & Marketing**

Collaborated with design team to define product requirements and contributed to the execution from conception to launch.

- Responsible for market and user research
- Identify user needs, test ideas with research team and refine designs with data and user feedback
- Designed the user flows, on-boarding experience, and landing page
- Collaborate with other designers to maintain design consistency and coherence across all platforms (Web, iOS and Android)
- Prototyping, User Testing and QA across web and mobile platforms
- Designed Keynote pitch deck presentation
- Print designs (i.e. business cards and merchandise designs for launch)
- Led some of the digital marketing strategy and content creation
- Successful launch of the LetsSurf App. (Available worldwide for web, iOS, and Android)

July, 2017 -
Current **ANTIGENERIC STUDIO | UI/UX Designer & Digital Marketing**

Work with design agency on e-commerce brands involving UI/UX Designs and Digital Marketing strategies.

- Responsible for market and competitor research
- Created customer-centric, informative and engaging design solutions
- Managed responsive web designs for NatureLab, Rosebud Woman and FacePlace, which resulted in an increase in lead generation to the e-commerce stores and an increase in conversion rates
- Contributed to the digital marketing strategy and content creation using Facebook Ads Business Manager, Google Analytics, Klaviyo and SEOs
- Ongoing digital e-commerce projects with 3 beauty brands including NatureLab (Allure 2018 Award)

May 2014 -
Oct. 2016 **MANHATTAN BEACHWEAR | Ralph Lauren & La Blanca Assistant Designer**

Collaborated with the design director in the conceptual development of the product line, while ensuring that it stays consistent with market trends as well as business strategy. Ralph Lauren & La Blanca are both the top performers in the company, My contribution led to a 20% increase in sales during my time here.

OTHER

2012 - 2013 **Jesse & J | Designer**

2012 **Cameron Hawaii | Graphic Design Intern**