

KIM DO

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Master of Information candidate specializing in UX Design (University of Toronto); Bachelor of Design in Industrial Design (OCAD University). Applies end-to-end product design methods — journey mapping, wireframing, high-fidelity prototyping, and usability testing — to produce accessibility-conscious, evidence-based interfaces across academic and healthcare-focused projects.

EDUCATION

University of Toronto, Toronto, ON Sep 2025 – Jun 2027

Master of Information, Specialization in User Experience Design

OCAD University, Toronto, ON Sep 2014 – Jun 2019

Bachelor of Design, Industrial Design — Minor in Entrepreneurship & Social Innovation

BrainStation, Toronto, ON Jan 2023 – Mar 2023

Certificate, Web Development

SELECTED DESIGN WORK

TD MySpend App Redesign | *University of Toronto* May 2026 – Aug 2026

- Conducted heuristic evaluation of TD MySpend against Nielsen's usability heuristics and Norman's Principles, identifying critical comprehension and navigation gaps that shaped the team's redesign strategy across two core financial-tracking flows.
- Owned end-to-end redesign of the Cashflow flow, translating heuristic findings into improved data visualization (clarity for cash-in/cash-out, daily/weekly/monthly views), a persistent navigation system, and clearer cash-in/cash-out breakdowns to increase system status visibility and user control.
- Moderated 2 of 6 usability testing sessions, including with an existing TD customer, gathering insights on cash-flow comprehension and navigation that directly validated and refined the redesigned Cashflow screens.

Beauty Appointment Booking App | *UX Designer, Team Project — University of Toronto* Sep 2025 – Dec 2025

- Designed high-fidelity UI in Figma for a beauty appointment booking app, translating research insights into structured user flows and a clear information hierarchy.
- Directed a SWOT-based competitive analysis of beauty platforms and semi-structured user interviews, synthesizing findings into a user journey map that surfaced hidden opportunities; report recognized by the course instructor and industry UX panelists for structure and cohesiveness.
- Refined the prototype across multiple rounds of usability testing, resolving friction points through iterative Figma updates to improve the experience across touchpoints.

Awareness & Support Tools for Eating Disorders | *Product Designer — OCAD University (Undergraduate Thesis)* Oct 2018 – Apr 2019

- Designed and prototyped three product concepts for prevention, education, and awareness within public health service systems, balancing the needs of patients, families, and clinical experts.
- Translated complex, sensitive qualitative research (surveys, expert interviews, literature review) into infographics and a cohesive visual system that made findings actionable for design and clinical stakeholders.

OTHER EXPERIENCE

Content & Communication Designer (Volunteer) | *P.E.O Sisterhood, Winnipeg, MB* Oct 2021 – May 2022

- Designed accessible, brand-consistent digital content and presentations for a scholarship awareness campaign, generating 10 new scholarship applications within three weeks of launch.
- Managed monthly reporting and stakeholder communications; recognized for visual storytelling clarity and attention to detail.

Public Services Language Interpreter (Vietnamese-English) | *Kelly Services, Toronto, ON* Oct 2020 – Sep 2022

- Interpreted domain-specific medical, insurance, and financial information between clients and service providers, ensuring clarity and cultural sensitivity under time pressure.

SKILLS

Research Methods: Semi-Structured Interviews · Usability Testing · Observational Studies · SWOT/Competitive Analysis · Survey Design · Research Synthesis · Journey Mapping · Research Ethics Protocols

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), MS PowerPoint, Google Slides

UX/UI Process: Wireframing · High-Fidelity Prototyping · Information Architecture · Visual/UI Design · Journey Mapping · Design Systems · Usability Testing · Accessibility-Conscious/Inclusive Design

Collaboration: Agile/cross-functional teamwork · Stakeholder communication · Time management across concurrent deadlines · High attention to detail