

# DIANA NGO

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## EXPERIENCE

**UI/UX Design Intern** Jan. 2025 - April 2025

Ultra AI | San Francisco, CA

- Designed an AI college admissions guidance bot, boosting downloads by 80% in one month
- Designed UI components, wireframes, & high-fidelity prototypes in a fast-paced startup environment
- 2x webpage visits & account sign-ups through interface redesigns

**UX Research & Design Intern** Jun. 2025 - Aug. 2025

Tied | San Francisco, CA

- Designed a responsive relationship-compatibility feature for Gen-Z user demographic
- Created wireframes, mockups, affinity maps, high-fidelity interactive prototypes, & user pathways
- Performed 15+ user tests evaluating emotional and behavioral responses

**Content Creation Intern** Jun. 2025 - Oct. 2025

Cluely | San Francisco, CA

- Generated over 6M+ views within 5 weeks
- Selected as 1 of 4 interns to participate in Cluely Top Creator Bootcamp
- Analyzed social media trends & engagement analytics, increasing conversion rates by 65%

**Content Creator** Apr. 2025 - Present

Diana\_UIUC | Champaign, IL

- Generated over 2M+ views & 10K followers across Instagram & TikTok within 8 months
- Developed personal brand centered around being a female collegiate boxer
- Maintained a 32.28% engagement rate on Instagram Reels

## SKILLS

### Design

UX/UI Design · Graphic Design · Wireframing · HTML / CSS · Prototyping · Figma · FigJam · Problem-Solving · Design Thinking

### Research

User Interviews · Survey Design · Affinity Mapping · A/B Testing · Competitive Analysis · Pain Point Audit · Cross-team collaboration

### Marketing

Social Media Strategy · Content Creation · Digital Marketing · Brand Development · Performance Tracking · Video Editing

## AWARDS

2nd Place FBLA 2022 Nationals; Publication Design

5th Place FBLA 2023 Nationals; Website Design

1st Place FBLA 2020 State; Graphic Design

## EDUCATION

**University of Illinois at Urbana-Champaign** GPA: 3.89

B.S. Information Science | Expected Graduation: May 2028

- Specialization in UX/HCI Design

### Relevant Coursework

Research Design for Info Sciences · Intro to CS · Intro to HCI

### Planned Coursework

Project Management · Design of Usable Interfaces · Computers & Culture

## ACTIVITIES

**Design Lead | Vice President** Aug. 2025 - Present

Design Innovation | Champaign, IL

- Led a Strava redesign project, developing a 3-month time line & guiding a team of 4 UX designers
- Performed surveys, user interviews, A/B testing, personas, pain points & competitor audits
- Prototyped 30 high-fidelity screens, increasing CTR by 40% for routes, recording, & challenge flows

**Student Researcher** Aug. 2025 - Dec. 2025

Accessibility Games Research | Champaign, IL

- Developed accessibility games teaching about users with cognitive, visual, & hearing challenges
- Collaborated with stakeholders to develop interactive educational resource pages
- Prototyped 24 drop-downs, 6 carousel infographics, & 70+ icon graphics

**Women's Team Captain** Aug. 2025 - Present

Illinois Boxing Team | Champaign, IL

- Orchestrated workouts & conditioning sessions through clear, vocal instruction 3x per week
- Provided fitness, technique, & dietary guidance for women fighters
- Provided training support that helped secure our 6th USBA national championship title

**Social Chair** Aug. 2025 - Present

Illinois Boxing Team | Champaign, IL

- Coordinated weekly social events & club collaborations for 200+ members
- Participated in executive board decisions and management operations
- Co-managed official social media accounts & communication platforms

**Fox Lake Mural Artist** Aug. 2021 - Oct. 2021

Fox Lake Community Township | Fox Lake, IL

- Designed & facilitated community paintover on a 50ft refurbished town wall
- Recruited over 30 volunteers to support in the mural's completion
- Developed presentation pitch for town council, project time line, budget, & design oversight