

Thao Chi Vu

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Education	New York University, Tandon	New York, NY
	M.Sc., Integrated Design & Media	May 2025
	<ul style="list-style-type: none">Relevant Coursework: UX Design, Creative Coding, Ideation & Prototyping, Accessibility within XR, Accessible UX Design for Blindness/Low Vision	
	Minerva University	San Francisco, CA
	B.Sc., Business: Brand Management	May 2021
	<ul style="list-style-type: none">Studied in 6 global cities (San Francisco, Seoul, Hyderabad, Berlin, Buenos Aires, London)Relevant Coursework: Strategic Brand Leadership; Needs Identification and Product Development	
Experience	Minerva University	New York, NY
	Junior Designer	July 2022 – August 2023
	<ul style="list-style-type: none">Managed a comprehensive website redesign initiative, successfully advocating for adopting a new web hosting and development platform, Webflow. Led close collaboration with third party agency's product managers, engineers, researchers, and writers. Since launch, monthly website traffic has increased by 300%.Developed multi-channel visual strategy, leading to 10,000 increase in social media following, driving mid-funnel conversions, leading to 80% year-over-year growth in student enrollment.Managed and mentored two interns in executing design production tasks for brand collateral, video content, and website updating processes.	
	BOND	New York, NY
	Junior Designer	January 2022 – June 2022
	<ul style="list-style-type: none">Facilitated discovery workshops with clients utilizing the design thinking framework to gather insights and inform new branding strategies.Created detailed storyboards, mockups, and prototypes, for branded websites, preparing them for engineering development.Contributed to adoption of Figma as primary design tool across 5 global branches, optimizing internal design workflows and enhancing the end-to-end customer experience from onboarding to handoff.	
	Open Raven	New York, NY
	Junior Designer, Kleiner Perkins Design Fellow	July 2021 – January 2022
	<ul style="list-style-type: none">Responsible for end-to-end user-centered process of conceptualizing, wire-framing, designing, and developing Open Raven Research website, with post-launch traffic of 30,000+ visitors per month.Identified and addressed deficiencies in company's Webflow development process, implementing an enhanced workflow that improved internal processes, elevated website quality, and increased accessibility, preparing the website for scalability.UI/UX redesign of the Rules and Policies feature, after analyzing customer feedback, cross-functionally collaborating with the CTO, Cloud Architect, and Front-end Developers, to ensure successful shipment of the interface usability update, serving clients like Electronic Arts (EA) and Sauce Labs.	
Skills	Technical: Figma, Webflow, Adobe CC (Illustrator, Photoshop, InDesign, XD, Premiere Pro), Sketch, InVision, Affinity Designer, Procreate, Klaviyo, Mailchimp, Wagtail, WordPress, p5.js, Arduino, Blender, HTML, CSS Languages: English (Fluent), Czech (Fluent), German (Advanced), Vietnamese (Advanced)	