

CHEM DUONG

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EDUCATION

Drexel University

Westphal College of Media Arts & Design

Bachelor of Science in User Experience and Interactive Design Major • Product Design Minor

Honors & Awards: Dean's List all terms, Drexel President Scholarship, Westphal Portfolio Scholarship, Graduation Scholarship

Philadelphia, PA

Graduated June 2026

GPA: 3.98

WORK EXPERIENCE

Loam

Product Designer

Philadelphia, PA

07/2025 - Present

- Lead end-to-end UI/UX design across four prototyping phases, translating complex workflows from wireframes into high-fidelity prototypes and a scalable web-app MVP
- Designed core product workflows and interface experiences based on insights from user interviews, usability testing, and behavioral data, partnering closely with developers to communicate design rationale, navigate technical constraints, and refine implementation
- Lead brand research through surveys, interviews, competitive analysis, and user feedback, translating findings into Loam's brand strategy, visual identity, design principles, and hand-drawn graphic system
- Designed and developed Loam's physical carabiner through three rounds of prototyping, testing, and refinement, advancing it to a manufacturable MVP while helping grow the web app to 300+ registered users

Drexel University – Design for Aging & Disability

Design Research Assistant

Philadelphia, PA

09/2025 – 06/2026

- Conducted qualitative research and data analysis for Professor June He's Interdisciplinary Aging & Design course, coding, cleaning, and analyzing nine datasets containing 70+ student reflections and research artifacts
- Reviewed and synthesized student submissions to identify themes and insights, translating findings into visual data representations for faculty review, academic use, and manuscript development
- Collaborated with Professor Deana McDonagh at the University of Illinois Urbana-Champaign to analyze 20+ qualitative artifacts from the Design for Disability course for a cross-institutional study
- Supported Professor He's research paper as a researcher and co-author, contributing qualitative coding, thematic analysis, supporting evidence, and publication materials

SimpleTire

UI Designer Intern

Philadelphia, PA

04/2024 – 09/2024

- Managed weekly UI updates for the website's promotional page, publishing new offers and refining layout, color, content hierarchy, and calls to action
- Conducted UX research and website usability testing, documenting interface bugs, broken interactions, navigation issues, and content gaps, then translating findings into prioritized design recommendations.
- Provided comprehensive risk assessments on potential project delays and cost overruns by analyzing 5+ years of historical data, current project status, and resource availability, providing actionable insights directly to the director to inform project planning and budgeting.

ZeroEyes

UI/UX Designer Intern

Consohocken, PA

03/2023 – 06/2023

- Designed and refined website interfaces to improve usability, visual hierarchy, and the visibility of key products, contributing to increased user engagement
- Conducted UX research and website usability testing, documenting interface bugs, broken interactions, navigation issues, and content gaps, then translating findings into prioritized design recommendations
- Collaborated with the Creative Team on rebranding initiatives, applying the updated visual direction across the website to better communicate ZeroEyes' vision, mission, and product value

United Safety & Survivability Corporation

UI/UX Designer Intern

Exton, PA

06/2023 – 09/2023

- Conducted three website and UX analyses, evaluating traffic data, content structure, and user pathways to identify factors contributing to declining website traffic
- Restructured page hierarchy and navigation to improve content discoverability and create clearer pathways to key products
- Designed co-branded digital content for the ZeroEyes and USSC partnership, maintaining a cohesive visual experience and supporting increased referral traffic

SKILLS

UX/UI Design: Figma, FigJam, Adobe XD, Wireframing, User Flows, Information Architecture, Interaction Design, Responsive Design, High-Fidelity Prototyping, Design Systems

User Research: User Interviews, Surveys, Usability Testing, Competitive Analysis, Affinity Mapping, Journey Mapping, Personas

Web & Prototyping: Webflow, WordPress, HTML, CSS, JavaScript, PHP, p5.js

Visual Design: Photoshop, Illustrator, InDesign, After Effects, Lightroom, Procreate