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| **Mike** Thao UX designer Minneapolis, MN · Mikeman1090@gmail.com · 651-280-9586 · He/Him  MikeThao.com |

# Experience

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| Ux Designer, RentrEasyDec 2022 – Jan 2023Freelance work conducting user interviews, journey mapping, personas and creating annotated, high-fidelity wireframes in Figma. This resulted in the client gaining a better understanding who their users are, opportunities they should pursue, and the beginning designs for the iOS app.UX Design Student, Prime Digital AcademySept 2021 – Jan 2022 500+ hours of pro bono client work conducting user experience research and design.   * PROJECT: Wonder Wander   + App redesign. Worked with client to identify problem space as the team’s UX research lead. Responsible for usability testing, interviews, ideation and developing and synthesizing a survey. Also helped support designing key wireframes and an interactive prototype via Figma. * PROJECT: Project Gutenberg   + Website redesign. Responsible for generative and discovery research, high-fidelity wireframes, and an interactive prototype. Conducted competitive audit, competitive usability tests, and redesigned key screens via Sketch and InVision. |
| Website Content Writer, Geek’d OutFeb 2020 – Oct 2021 Wrote reviews, columns, and interview content on a bi-monthly deadline focused on entertainment and pop-culture. |

# Education

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| User Experience Design Certification, Prime Digital AcademySept 2021 – Jan 2022 Accelerated immersion focused on empathetic user experience design. |
| Bachelor of Arts, Strategic Communication; University of Minnesota – Twin CitiesSeptember 2015 - May 2019 Focus on research and creative development for advertising campaigns. |

##### Methods and tools

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| Usability Testing, Information Architecture, Site Map, User Interface Design, Contextual Inquiry, Participant Observations, Heuristic Analysis, Competitive Audit, Wireframes, Interactive Prototype, AEIOU Framework, Kano Survey, User Journey Map, | User Flows, Storyboards, Tech Scope, Cognitive Walkthrough, Competitive Testing, Evaluative Research, Affinity Diagram, Stakeholder Interview, Figma, Sketch, InVision, Axure RP, Microsoft Office, Slack. |