

MY (HAMI) DOAN

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EDUCATION

Northern Kentucky University

January 2021 - December 2024

Bachelor's, Marketing

GPA: 3.9

- Research-Aligned Coursework: Human-Computer Interaction, Analysis Tools and Data Visualization, Statistical Methods, Management Information Systems, Finite Mathematics, Quantitative Analysis, Business Computing, Applied Consumer Behavior

PROFESSIONAL EXPERIENCE

Cummins

Kentucky, USA

Product Management Co-op

January 2024 - Present

- Utilize market reports and analytical research to assess competitor offerings and identify market gaps, guiding strategic product development decisions.
- Operate AS 400 and QlikView systems, leveraging query functions in Microsoft Excel and Access to monitor inventory levels, analyze sales history, and optimize stock management processes.
- Developed and maintained informative content flow for E-commerce landing pages, while upholding product guidelines in the CRM system to ensure consistency in branding and messaging.

Era Design

Ohio, USA

UX Design Intern

May 2023 - August 2023

- Revitalized a website with 70+ screens through iterative cycles of benchmarking, wireframing, and prototyping, streamlining processes and enhancing user experiences.
- Collaborated closely with UX/UI designers, stakeholders, and developers, utilizing tools like Figma and Mural to facilitate efficient communication and design iteration.
- Initiated impactful research, analyzing Amazon warehouse wayfinding across 10+ locations and uncovering design patterns in autonomous robots

Northern Kentucky University

Kentucky, USA

UX Research Assistant

October 2022 - Present

- Conducted a comprehensive survey of over 100 responses and executed focus group interviews involving 15+ participants to discover how to optimize user experience; got a publication for the research topic.
- Collaborated closely with cross-functional teams and conducted competitive analysis to inform and develop innovative UX/UI layouts for a new podcast platform, ensuring seamless navigation and optimal user experience.

Northern Kentucky University

Kentucky, USA

Digital Marketing Intern

August 2022 - Present

- Produced high-quality promotional materials for website, social media, and print, effectively boosting marketing efforts for college events and leading to an impressive 40% increase in attendance for the 2024 career fair.
- Conduct a UX audit for the website to improve marketing performance through content strategies
- Managed content for social media with 1K+ followers and basic functions in the university software system with a contact of 1800 undergraduate students

PROJECTS & OUTSIDE EXPERIENCE

UNITE 2030

New York, NY, USA

Kentucky Delegate

July 2023 - September 2023

- Led a team of 5 individuals through an intensive innovation process utilizing human-centered design principles, achieving actionable solutions to address the United Nations' Sustainable Development Goal 4 (Quality Education) within an ambitious timeframe of 5 days (30 hours).

Kentucky Commercialization Venture

Lexington, KY, USA

KCV Innovation Fellow

- Developed a social good app that converts study time into donations, utilizing design thinking to guide product creation from storyboards to prototypes.
- Conducted comprehensive usability tests with 30+ users, achieving a 95% satisfaction rate.
- Formulated a successful business model and secured \$1000 in funding from Kentucky Venture Commercialization.

SKILLS

Skills: Canva, Data Analysis, Figma, Adobe Creative Suite, Product Design, Product Management, PowerPoint/Keynote/Slides, QlikView, Salesforce, Tableau, UI/UX Design, Usability Testing/Engineering, Web Development, Wireframe, Word/Pages/Docs, Wordpress, Zeplin, Social Media, Marketing, Management, Market Research, Interaction Design, HTML/CSS, Business Analytics, Excel/Numbers/Sheets, Prototyping, UX research, Video Editing, SQL, Adobe After Effects, Adobe Lightroom