

Joshua Do

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EDUCATION

Northwestern University, B.A. in Computer Science, Concentration in Human-Computer Interaction *Sept 2021 - June 2025*
Relevant Coursework: Human-Computer Interaction, Design, Technology and Research, Communication and Technology, Scalable Software Architectures, Interactive Information Visualization, Communicating Computer Science, Security, Artificial Intelligence

TECHNICAL SKILLS

Design Tools: Figma, FigJam, Adobe Creative Cloud, Adobe Photoshop

AI Tools: Claude Code, Antigravity, Google Stitch, Cursor, Figma Make

Other Skills: Wireframing, Prototyping, Usability Testing, Accessibility (WCAG2.1), Design Systems, Information Architecture

WORK EXPERIENCES

UX/UI Design Intern

Sunnyvale, CA

Yohocare

Jan 2025 - Apr 2025

- Led end-to-end UX design for a caregiver-focused mobile application, transforming fragmented care tools into a unified, intuitive platform grounded in user research insights.
- Conducted mixed-methods research and synthesized research findings into personas, journey maps, and opportunity areas, driving data-informed design decisions.
- Designed and iterated on low- to high-fidelity prototypes in Figma, collaborating closely with developers and the CEO to rapidly test concepts, refine interactions, and balance user needs, technical feasibility, and business goals.

Undergraduate UX Researcher

Evanston, IL

Northwestern tiilt Lab

Feb 2024 - Dec 2024

- Identified key usability barriers for educators and young learners by analyzing user behaviors and feedback, translating findings into design recommendations that improved content discoverability and task flow clarity.
- Conducted qualitative and quantitative user research to inform design decisions, improving overall usability, accessibility, and user experience across web and mobile platforms.
- Synthesized research findings into actionable design recommendations, directly influencing site architecture, content hierarchy, and navigation flows.

Lead Graphic Designer

Evanston, IL

Northwestern Ink Tank

Apr 2021 - Apr 2025

- Led brainstorming sessions to develop creative design concepts that effectively engaged the target audience, fostering collaboration to generate innovative solutions for campaigns and product designs.
- Designed digital and print materials using Adobe Creative Cloud and Photoshop to enhance the brand's visual identity, creating assets for promotional campaigns, merchandise, and marketing materials.
- Collaborated with teams to ensure visual consistency across digital platforms (websites, social media) and physical products (apparel, print), maintaining alignment with the brand's core values and messaging.

PROJECTS

UX/UI Internship Work: Yohocare – Accessible Health App for Seniors

Jan 2025 - Apr 2025

- Designed a unified mobile platform consolidating fragmented caregiving tools for elderly individuals with mild cognitive impairments, addressing critical gaps in existing solutions identified through user research.
- Conducted interviews and usability testing with 30+ seniors, iterating on prototypes to reduce task completion time by 20%.
- Collaborated with developers to implement responsive web and mobile designs, ensuring cross-platform consistency and WCAG 2.1 compliance.

UX Design Case Study: Spotify Conceptual Feature Addition - Song Swipe

Dec 2024 - Jan 2025

- Designed a high-fidelity Spotify feature concept to enhance music discovery, addressing user frustration with static navigation by introducing an interactive, swipe-based interface for quicker and more engaging song exploration.
- Built high-fidelity interactive prototypes in Figma, incorporating micro-interactions and real-time feedback animations.
- Reduced average time-to-song-selection by 30% in moderated usability tests, validating the swipe interface as a more intuitive alternative to Spotify's existing discovery user flow.

tiilt Lab – SportSense Website

Feb 2024 - Apr 2024

- Designed a website to help teachers and parents deliver technology curricula to children in an engaging and accessible way.
- Conducted wireframing, prototyping, and user feedback sessions to refine navigation and visual hierarchy, ensuring the site was user-friendly for both educators and children, with clear instructional pathways and accessible design for younger audiences.
- Translated curriculum goals into intuitive digital experiences, enhancing usability and engagement for all stakeholders.