

Diana Ngo

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EDUCATION

University of Illinois at Urbana-Champaign

Aug. 2024 - Expected: May 2027

Bachelor of Science in **Information Science (UX/HCI Design)**

GPA: 3.89/4.00

Minor in **Advertising**

SKILLS

Figma · Claude · HTML · CSS · FigmaMake · Adobe · Photoshop · Co-Pilot · Prototyping · A/B Testing

EXPERIENCE

Website Technology & Marketing Intern

May.2026 - Present

PayLocity | Schaumburg, IL

- Selected by **Paylocity's CEO** to build **Claude-powered AI tool** creating customized sale decks
- Improved conversion rates by **30%** by redesigning and A/B testing 3 core Paylocity webpages
- Caught **20-30 design** flaws weekly via **AI-driven smoke testing** and **QA automation**

UX Designer & Co-Author

Feb.2026 - Jun. 2026

Effects of Dark Patterns on Children's Privacy Study | Champaign, IL

- **Reduced iteration time by 40%** by designing **30+ reusable buttons and icon components**
- Accelerate experiment timeline by completing **6+ high-fidelity user flows ahead of schedule**

UX Designer

Dec. 2025 - Jun. 2026

U.S. Higher Education Research Observatory | Champaign, IL

- Design UI for nationwide privacy policy tracker across **250+ U.S. institutions**
- **Lower search time by 15%** through redesigned navigation & information architecture
- Resolve usability concerns **30% faster** through collaborative **weekly stakeholder meetings**

UIUC Student UX Researcher

Aug. 2025 - Dec. 2025

Accessibility Games Research | Champaign, IL

- Developed accessibility games teaching about **Autism, ADHD, Dyslexia, & Hearing limitations**
- Collaborated with stakeholders to develop an interactive educational resource page
- Prototyped **24 dropdowns, 6 carousel infographics, & 70+ icon graphics**

UX Research & Design Intern

Jun. 2025 - Aug. 2025

Tied | San Francisco, CA

- Designed a responsive relationship-compatibility feature for Gen Z user demographic
- Created **wireframes, mockups, affinity maps, high-fidelity prototypes, & user pathways**
- Facilitated **15+ user feedback sessions** evaluating behavioral responses to the existing design

UI/UX Design Intern

Jan. 2025 - April 2025

Ultra AI | San Francisco, CA

- **Boosted mobile downloads by 80% in 1 month** by designing an **AI college admissions guidance bot**
- Designed typography, usability testing, information hierarchy, & prototypes in a fast-paced startup
- **2x webpage visits & account sign-ups** through design collaboration with stakeholders

ACTIVITIES

Design Lead | President

Aug. 2025 - Present

Design Innovation | Champaign, IL

- **Led 3-month-long** app redesigns, guiding 4 UX designers on projects like Strava and Costco
- Increase Strava challenge & recording flows **CTR by 40%** through **30 high-fidelity design screens**

Women's Team Captain

Aug. 2024 - Present

Illinois Boxing Team | Champaign, IL

- Orchestrate workout sessions through clear vocal instruction **3× per week**
- Secured the **6th USBA national championship title** through training support and strategic planning