VY DOAN

Content Designer

doantvy@gmail.com
(480) 336-0345
LinkedIn

EXPERIENCE

Content Designer | UX Designer / Freelance

APR 2025 – PRESENT

- Design and launch websites for early-stage startups, including ideation sessions, content strategy, wireframes, prototypes, and CMS builds

Content Designer / General Services Administration

AUG 2023 – MAR 2025

- Consulted internal offices on how to improve their website content
- Collaborated with cross-functional stakeholders and facilitated design workshops for audiences of up to 200

Content Designer / Indigov

JAN – AUG 2023

- Wrote branded UI language and ensured product flow alignment
- Conducted 50+ card sorting sessions to structure information architecture for new communications platform, validating with tree testing

Associate Content Strategist / Indigov

JUN 2021 - JAN 2023

- Led redesign of CMS authoring experience for company website
- Reduced client website onboarding time by 91% by creating default site content and form logic

Client Support Specialist / Indigov

OCT 2020 – JUN 2021

- Launched company's first Help Center to onboard 20+ new accounts
- Achieved 100% CSAT across 70+ federal and 100+ state accounts

Project Coordinator / SF Digital Services

FEB 2020 – OCT 2020

- Managed user research operations for a 75+ participant repository
- Supported 100+ software and services agreements valued at $3M annually

EDUCATION

Pomona College

BA in Public Policy Analysis

SKILLS

User research
Content strategy
UX writing
Information architecture
Usability testing
Content audits
Prototyping
Workshop facilitation

TOOLS

Figma
Mural + Miro
Jira
WordPress
Drupal
Google Analytics
Optimal Workshop
HTML/CSS

AWARDS

Indigov's redesigned company site won Best UI & UX Awards by public vote at the 2022 CSS Design Awards