

Elisa Do

CONTACT

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PORTFOLIO

[elisadoux.ca](https://www.elisadoux.ca)

EDUCATION

Google UX Design Certificate

Google / Coursera
2026

MSc Social Psychology

University of Victoria
2023 – 2025

BSc Kinesiology (Honours)

McMaster University
2018 – 2022

DESIGN PROJECTS

- **Simple Nails & Spa:** designed branding and website for a local nail salon
- **Levelt:** applied gamification to a habit tracker app with a virtual pet
- **Queerio:** designed a local events app for the LGBTQ community

RESEARCH

METHODS & SKILLS

- User interviews
- Usability testing
- Empathy mapping
- Thematic analysis & coding
- Ethnographic fieldwork
- Generative & evaluative research
- Descriptive statistics & data visualization

TOOLS & SOFTWARE

- Figma · FigJam
- Framerr
- Adobe InDesign
- NVivo
- Qualtrics
- SPSS
- R
- Microsoft Office

LANGUAGES

- English
- Cantonese
- Mandarin

Social Psychology researcher with 5+ years of hands-on experience conducting qualitative and quantitative research across digital product, community, and academic contexts. Eager to apply expertise in human behaviour, empathy-driven user interviews, and data analysis to uncover actionable user insights and inform user-centered design.

EXPERIENCE

Research Associate · Toronto Metropolitan University · Toronto, ON | 2025 – Present

- Leading **in-depth interviews** with Casey House clients to investigate patterns of (dis)engagement with HIV care, **understand health service pain points**, and inform future policy changes.
- Organized a graduate student symposium, bringing students across **8 different Ontario universities** together for a day of presentations and dialogue on how to transform inequitable health systems.
- Conducted **collective autoethnography** with three youth participants to co-create narrative analyses about their experiences as part of a longitudinal project to track Black, transgender and gender-diverse, and disabled youths' pathways to success. Findings will inform future youth researchers' experience in the project.

Volunteer UX Researcher · University of Victoria · Victoria, BC | 2025-Present

- Applied **empathy mapping** to 11 semi-structured interview transcripts from a design thinking project on East Asian parents' perspectives on racial bullying. Empathy maps were synthesized into parent **personas** and narrative scenarios that describe parents' current challenges and needs.
- Findings will inform the **development of an educational app** that supports parents and educators with teaching young children about school-based racial bullying.
- Preliminary findings are to be presented at the 2026 Canadian Psychological Association Annual National Convention in Montreal, Quebec.

Teaching Assistant · University of Victoria · Victoria, BC | 2023 – 2025

- Communicated complex concepts to **diverse user groups** (students) during weekly office hours, identifying knowledge gaps and pain points to improve their learning experience.
- Presented research findings and psychology course topics to **audiences of up to 300 individuals**, tailoring content to meet audience needs.
- Facilitated collaborative in-class **activities and group discussions**, finding creative ways to help students achieve learning goals.

Research Assistant · University of British Columbia (Okanagan) · Kelowna, BC | 2022 – 2023

- Collaborated with a team of researchers to **thematically analyze** Facebook posts written within a mixed-race community forum, contributing to a deeper understanding of how users connect to community and their cultural identities through social media. Findings were published in the Asian Journal of Social Psychology in 2024.
- **Led a team of student researchers** to conduct content analysis of text messages between pairs of friends who experienced a stressful task, investigating the way empathy is conveyed via **digital communication** in text and emojis.

Research Assistant · MacPherson Institute, McMaster University · Hamilton, ON | 2020 – 2023

- Conducted **qualitative interviews** with student, staff, and faculty members to understand their experiences, power dynamics, and pain points within student and staff/faculty partnered projects. Findings addressed age impacts on partnerships and intergenerational ways of navigating collaboration in higher education.
- Synthesized **quantitative analyses** on interdisciplinary partnerships, highlighting the gaps in McMaster's Student Partners Program hiring practices and opportunities for greater cross-disciplinary learning.
- Co-authored **3 publications** and presented findings from multiple studies at **7 academic conferences**.

Honours Thesis Student · McMaster University · Hamilton, ON | 2021 – 2022

- Conducted **quantitative analyses** on survey responses from McMaster psychiatry faculty members, capturing the impact of gender and sexual orientation on faculty members' experiences of discrimination and wellbeing.
- Synthesized findings into a research poster and presented at **2 academic conferences**.

News Editor · The Silhouette, McMaster University · Hamilton, ON | 2021 – 2022

- Conducted interviews and research on current events such as student politics, local affairs, and institutional changes within the university, writing **30+ news stories** of significance for students and readers in Hamilton.
- Collaborated with the Editor-in-Chief and Managing Editor to design the **digital and physical layout** of monthly special issues using **Adobe InDesign**, and ensured coherence of weekly articles across all teams.
- **Managed the News section** of The Silhouette, including a News Reporter, News Staff Writers, and volunteer student writers, to coordinate weekly News articles.