

Elisa Do

CONTACT

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PORTFOLIO

clisadonx.ca/design-portfolio

EDUCATION

Google UX Design Certificate

Google / Coursera

2026

MSc Social Psychology

University of Victoria

2023 – 2025

BSc Kinesiology (Honours)

McMaster University

2018 – 2022

RESEARCH METHODS & SKILLS

- User interviews
- Usability testing
- Survey design and analysis
- Thematic analysis & coding
- Daily diary studies
- Empathy mapping
- Generative & evaluative research
- Descriptive statistics & data visualization

TOOLS & SOFTWARE

- Figma
- Framer
- Adobe InDesign
- NVivo
- Qualtrics
- SPSS
- R
- Microsoft Office

PROJECTS

- **Simple Nails & Spa:** Designed branding and website for a local nail salon.
- **Levelet:** Applied gamification to a habit tracker app with a virtual pet.
- **Queerio:** Designed a local events app for the LGBTQ+ community.

LANGUAGES

- English
- Cantonese
- Mandarin

User experience designer with a social psychology background and 5+ years conducting qualitative and quantitative research. Eager to apply expertise in human behaviour, empathy-driven interviews, and data analysis to uncover actionable insights and inform user-centered design.

EXPERIENCE

Research Associate · Toronto Metropolitan University · Toronto, ON | 2025 – 2026

- Led pilot **interviews** with Casey House staff to investigate patterns of client (dis)engagement with HIV care, **understand health service pain points and unmet needs**, and inform future policy changes.
- Organized a graduate student symposium, recruiting students across **8 different Ontario universities** for a day of presentations and dialogue on how to transform inequitable health systems.
- Edited and proofed grant proposal documents for the Engendering Disability-Inclusive Development international project, and coordinated communication with co-investigators to troubleshoot technology issues and collect all forms and materials.

Volunteer UX Researcher and Designer · University of Victoria · Remote | 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.
- **Designing and prototyping** an educational app that supports parents and educators with teaching young children about school-based racial bullying. Tools involved in the development include **Claude Code and Figma**.

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.

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

- Wrote and edited **30+ news stories** for students and readers in Hamilton after conducting interviews and research on current events such as student politics, local affairs, and institutional changes within the university.
- Designed the **digital and print layout** of monthly special issues using **Adobe InDesign**, and ensured coherence of weekly articles across all teams.
- **Managed weekly content and a team of writers** for the News section of The Silhouette, including a News Reporter, News Staff Writers, and volunteer student writers.

Content Writing Intern · Plan to Protect · Stouffville, ON | 2020 – 2021

- **Wrote content** for Plan to Protect's manual and training materials, and reviewed policies for protection plans to prevent children and youth abuse.
- Conducted research and **edited the language used** within organization materials to ensure best practices are up-to-date and accessible.

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**.