

Ngoc Bui (Lily)

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SUMMARY

Creative and detail-oriented Information Technology student with hands-on experience in UI/UX design, full-stack development, and digital marketing. Skilled at blending design thinking with technical problem-solving to build intuitive, user-focused digital experiences. Passionate about creating accessible, meaningful solutions that connect people and technology.

EDUCATION

University of Washington Tacoma

Tacoma, WA

B.S. in Information Technology

Expected Graduation, Jun 2026

GPA: 3.96/4.00

SKILLS

Programming: Python, Java, JavaScript, HTML/CSS, C#, SQL, MongoDB, Express, React, Node.js.

Design: User Research, Design Thinking, Prototyping, Wireframing, User Flow, Usability Testing, Interaction Design, Graphic Design, Visual Design, Video Production & Editing, Storyboards, UI Design, A/B Testing.

Tools: Figma, Adobe Creative Suite, Canva, Git, GitHub, DevOps.

EXPERIENCE

University of Washington Tacoma

Tacoma, WA

Student Marketing Assistant

Jan 2025 - present

- Collaborated in a 3-member marketing team to develop and execute 10+ strategic campaigns, resulting in a 30% rise in event attendance and a measurable increase in UW Tacoma campus visit.
- Edited promotional videos and visual content for social media and admissions channel, boosting online engagement and brand awareness.

PROJECTS

[ASL Assist Smart-Home Controller](#) | [GitHub Repository](#)

Hackathon Project | UHackathon – University of Washington Tacoma

- Integrated real-time gesture interface tied a webcam feed to our Azure Custom Vision model and routed its output (A-Z ASL letters) through JavaScript to invoke Python services and smart-home APIs.
- Built a responsive, accessible UI with dark/light-mode toggle, intuitive layout and custom animations—ensuring seamless use on desktop and mobile.

[AYSA Kent Academy Website Design](#) | [GitHub Repository](#)

- Developed a modern website for AYSA Kent Academy, a youth sports organization serving over 150+ children aged 2 to 16 across 5 programs (soccer, basketball, volleyball, swimming, track).
- Improved information accessibility and visual engagement, resulting in an estimated 40% reduction in parent inquiries through clearer program and schedule display.

[Eden Forever – Sustainable E-Commerce Platform](#)

Capstone Project | University of Texas, Austin- UI/UX program | Team Lead/ UX Designer

- Designed a mobile-first web platform to help eco-conscious shoppers discover affordable, verified sustainable products (addressing cost/trust barriers from 19 survey responses).
- Integrated local vendor filters (+63% user preference) and sustainability scorecards to boost transparency.

CERTIFICATIONS

[Full Stack Software Development: Building Scalable Cloud Applications – Certificate Program](#) (In Progress)

The University of Texas at Austin

Jun 2025

- Gaining hands-on experience in developing full-stack web applications using modern technologies, including HTML5, CSS3, JavaScript, React.js, TypeScript, Node.js, Express.js, and MongoDB.
- Learning to implement DevOps practices such as Git version control, continuous integration, and cloud deployment to AWS and other platforms

[Postgraduate Certificate in User Experience Design: UI/UX for Data-Driven Business Application](#)

The University of Texas at Austin

Jan 2025 – Jun 2025

- Mastered user-centered design methodologies to transform complex data into intuitive interfaces, leveraging UX research (survey, usability testing) and analytics (A/B testing, heatmaps).
- Completed a rigorous curriculum focused on designing data-driven business applications with strong user experience.

[Microsoft UX Design Specialization](#)

Microsoft (Coursera)

Jan 2025

- Completed coursework in UX research, wireframing, prototyping, accessibility and AI-driven UX design.