

Adam Thao

Product Designer focusing on
Integrated Product and UX/UI Design



www.linkedin.com/in/thaoadam



adamthao1@gmail.com



www.adamthao.com

SKILLS & METHODS

Photoshop • Illustrator • Indesign • Premiere Pro • Figma
Alias • Solidworks • Keyshot • Ideation • Sketching
Rendering • Prototyping • UI Design • 3D Modeling
Storyboarding • Wireframing • Usability Testing • Design
Language • Creative Concept Development

EDUCATION

University of Minnesota

Bachelor of Science - Product Design

September 2020 - December 2024

EXPERIENCE

Prime Digital Academy Student

March 2023 - June 2023 | Minneapolis, MN

- Developed two prototypes: Deliveree (food delivery app) and FITCRATE (supplement website)
- Applied various methods of user research to gain real-world insight from users
- Worked closely in collaboration with clients
- Led client meetings, check-ins and research sessions with real participants
- Collaborated closely with other design and research students to develop final products to clients
- Carried out design services for three pro-bono client projects in the span of 12 weeks
- Created research, findings and recommendation reports, usability test and cognitive walkthrough scripts, scopes of work, and presentation decks

City of Saint Paul Aquatics Lifeguard

May 2018 - September 2022 | Saint Paul, MN

- Instructed youth and adults in swimming lessons
- Practiced and applied life-saving techniques
- Taught necessary skills for in-water use
- Assisted guests with questions and concerns
- Guarded and enforced pool rules
- Assist guests in distress

CERTIFICATE AND AWARDS

Prime Digital Academy

User Experience Design Certificate

March 2023 - June 2023

President's Emerging Scholarship

2020 - 2024

Dean's List

Fall 2022

PROJECTS

MN Department of Health

Prime Digital Academy

May 2023 - June 2023

- Responsible for scoping, researching, gaining insight from users and the current market, developing and prototyping recommendations, and working closely with the client to improve the usability of client's desktop and mobile application

FITCRATE

Prime Digital Academy

May 2023

- Responsible for scoping, user and market research, ideating, developing and prototyping a fitness supplement website
- A website designed for beginner fitness goers who want to know what supplements are best for them, personalize their products and select from a wide variety of supplements

BEANTRAIL

University of Minnesota

September 2022 - December 2022

- Designed an easy-to-store and clean, press centered coffee maker for hikers and campers that want a fast brewing experience
- Discovered important needs for casual to intermediate campers and hikers by conducting user and market research, in addition to getting feedback from iterations through concept development

Sigma Fitness

University of Minnesota

September 2022 - December 2022

- Designed a mobile fitness app that provides motivation, an informative library of programs, and a gratifying way to track performance while having a powerful, uplifting aesthetic
- Critically analyzed engagement, longevity, and feature needs in the current market to create a unique opportunity space

TOYOTA GR Supra Key Fob Redesign

University of Minnesota

November 2022 - December 2022

- Redesigned the TOYOTA GR Supra key fob. Focused on the design of the tail lights from their current automobiles as inspiration, while ensuring consistent brand identity with TOYOTA