Justin Dao

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EDUCATION

University of Toronto | Toronto, ON **Expected June 2027**

- Bachelor of Information in Information Systems | GPA: 3.7/4.0
- Scholarships: University of Toronto Admission Scholarship ($1,000); CIE International Experience Award ($4,000)

WORK EXPERIENCE

Vale Base Metals **May 2026 - Present**

Product Design Co-op - Internal Tools Toronto, ON

- Designed and built a desk-booking app through AI-assisted prototyping and real-user testing, launching to 50+ Toronto Commercial users to clarify availability with shared booking visibility and check-in controls.
- Interviewed 6 sales managers to identify CRM challenges, then worked with engineers to prioritize 10+ improvements to simplify sales processes and reduce manual data entry.
- Designed and built an interactive HTML/CSS/JavaScript guide connecting 10 commercial workflows across 5 stages, turning process maps into task-based navigation, decision paths and role-specific guidance.
- Transformed SharePoint into a central workspace for ~200 employees, simplifying access to ~2,000 files with clearer navigation, an interactive team directory, and governance for an AI assistant pilot.

Apple **May 2024 - January 2025**

Product Specialist Vancouver, BC

- Used sales KPIs and customer needs to refine recommendations, contributing $500K+ in quarterly revenue and ranking in the top 10% of Specialists.
- Increased conversion by 20% through product recommendations tailored to customer goals and technical needs.
- Resolved product and service issues across 30+ customer interactions per shift through personalized support.

TMA Solutions **May 2023 - August 2023**

UX/UI Design Intern Ho Chi Minh City, Vietnam

- Improved task completion by 25% through 3 usability test rounds with 10+ users and collaborated with 5 engineers and stakeholders to address 8 usability issues in the booking experience.
- Designed future-state user flows and 15+ wireframes to simplify a key booking journey from 9 steps to 6 steps.
- Synthesized 12 user interviews and 3 journey maps into 6 prioritized design recommendations for 10+ pain points.

PROJECTS

Instacart Grocery Recommendations | Python, SQL | Case study **October 2026**

- Built personalized grocery recommendations that matched 24% of the next basket on average across 131K shoppers, outperforming a shared best-seller list by 5x in offline testing.
- Designed a shopping prototype where 4 participants found familiar products in 4.5s on average versus 21s using search, with the same products tested in a fixed order.

SkillSwap | Figma, Claude, UX Research | Case study **January 2026 - April 2026**

- Designed a hobby-supply marketplace through 42 survey responses and 7 interviews, earning a 71.7/100 usability score from 12 testers on the team's Figma prototype.
- Redesigned listing, buying and offer flows around user testing and built a working app with Claude covering product discovery, exchange requests and confirmation.

TStar | Figma, UX Research | Case study **October 2025 - December 2025**

- Surveyed 31 students and interviewed 11 to design an app that helps shy students make friends in their program.
- Fixed 5 usability issues across 2 test rounds with 6 students, with all 3 final testers completing both tasks.

SKILLS

Product | Prioritization, Requirements, Stakeholder Interviews, User Research & Testing, Wireframing, Agile/Scrum

Design | Interaction Design, UI Design, Journey Mapping, Process Mapping, Information Architecture, Prototyping

Technical | Python, SQL, JavaScript, HTML/CSS, GitHub, AI Prototyping (Claude, Codex), Figma, LLM Agents