

Xai Pha

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EDUCATION

University of Wisconsin–Madison

Bachelor of Science: Information Science

Certificate: Computer Science, Digital Studies

GPA: 3.5/4.0

Relevant Coursework: Interaction Design Studio, Information Architecture, Web Development, Human-Computer Interaction, Data Storytelling, Applied Database Design

- **Mercile J. Lee Scholar** – 4-year full tuition scholarship
- **Dean's List** – Fall 2023, Spring 2024, Spring 2025

Madison, WI

Sept 2021 - May 2025

SKILLS

Programming and Tools: Java, JavaScript, HTML, CSS, R, SQL, NoSQL, Figma, Adobe Creative Suite, Rhino, WordPress, WIX

Concepts: User-centered Design, Human-Computer Interaction, User Research, Wireframing, Prototyping, Responsive Web Design, Web Accessibility, Search Engine Optimization, Information Architecture

PROJECTS

UW-Stevens Point Wisconsin Center for Wildlife Website Redesign

Student Project

Madison, WI

Mar – Apr 2025

- Led user-centered design efforts including market research, site mapping, and wireframing
- Communicated design in a client presentation, resulting in selection for implementation
- Collaborated effectively in a team to deliver a professional, audience-focused web solution

Penny Juice Website Redesign

Student Project

Madison, WI

Jan – Mar 2025

- Conducted usability analysis to identify design flaws and accessibility issues
- Applied user-centered design principles to restructure content and improve navigation
- Enhanced visual hierarchy and layout to create a more intuitive and engaging interface

BadgerHomes Mobile Application

Student Project

Madison, WI

Sept – Dec 2023

- Designed and developed a high-fidelity interactive Figma mockup of a student housing mobile application
- Performed paper prototyping, storyboarding, sketching, and wireframing
- Conducted interviews to identify and confirm user needs

EXPERIENCE

UW-Eau Claire Upward Bound

Student Assistant

Eau Claire, WI

Jun - Aug 2021

- Collaborated with staff members, utilizing effective listening and communication skills to assist with event planning to prepare high school students for college
- Reviewed and updated Word documents and Excel spreadsheets to increase accuracy, resulting in organized and efficient event planning
- Generated informational reports in Excel to support program director's goal of improving accuracy

ACTIVITIES

Hmong American Student Association

Member

Madison, WI

Sept 2021 – May 2025

- Participate in regular meetings and activities to learn about Hmong American culture
- Communicate with UW-Madison Hmong students to discuss interests and current issues

Mercile J. Lee Scholars Program

Member

Madison, WI

Aug 2021 – May 2025

- Participate in regular meetings to meet and cooperate with scholarship members
- Volunteer in events to support UW-Madison and the general Madison area