

LEAH DONGNI MIAO

CONTACT

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PROFESSIONAL SUMMARY

I am a user-centric UI/UX designer with a strong foundation in visual design, backed by over six years of experience in graphic design and multimedia. My background equips me with a sharp eye for aesthetics and detail, while my recent training at CareerFoundry has strengthened my expertise in user research, interaction design, and usability testing. I specialize in creating intuitive, visually compelling digital experiences that balance business goals with user needs.

No sponsorship required for employment.

EDUCATION

UI UX Design Certification, 2021
Career Foundry

Master of Arts, New Media
Photojournalism, 05/2018
George Washington University -
Washington, DC

Bachelor of Arts, Major in Journalism,
Minor in Geography, 05/2016
University of Connecticut - Storrs, CT

SKILLS

- UI/ UX Design
- Graphic Design
- User Research
- Usability Testing
- Storytelling
- Interaction Design
- Adobe XD, Figma, Sketch
- Adobe Photoshop, Adobe InDesign, Adobe Illustrator, After Effects
- Entry Level Experienced with HTML, CSS, and JavaScript
- Photography, Videography, Digital Editing
- Strong Communication
- Client engagement and coordination

WORK HISTORY

Visual & Brand Designer, 09/2018 to Current
Freed Photography Inc.

- Delivered end-to-end design solutions for digital and print products by aligning visual storytelling with user and business needs.
- Led the creation of marketing collateral (banners, posters, brochures) through a product-thinking lens—focusing on clarity, usability, and impact for diverse user groups.
- Collaborated closely with clients and internal teams to define project goals, gather feedback, and iterate on design solutions that balanced aesthetics with function.
- Developed scalable brand systems and guidelines used across multiple client platforms, ensuring consistency in UI elements and brand identity.
- Applied user-centered thinking to custom designs, identifying core user needs for niche markets (e.g., school branding, event materials) and tailoring solutions accordingly.
- Translated client requirements into design deliverables that improved audience engagement and clearly communicated value propositions.

Reporter & Multimedia Editor, 07/2017 to 11/2017
Shanghai Media Group U.S. News Center

- Researched and interviewed to simplify complex topics into engaging narratives, building empathy for diverse audiences.
- Produced cross-platform content under tight deadlines, using agile workflows and iterative storytelling.
- Led video editing to ensure clarity, emotional resonance, and engagement.
- Collaborated with producers and journalists to create impactful multimedia aligned with audience needs and platform goals.

Assistant Director & Editor, 05/2016 to 08/2016
Documentary Channel of Shanghai Television Station

- Managed timelines, organized assets, and assisted in narrative development for user-centered documentaries.
- Conducted field research, scouted locations, and coordinated with stakeholders to align creative, technical, and logistical needs.
- Contributed to rough cuts and post-production feedback, refining the final product.
- Bridged vision and execution, maintaining creative alignment while adapting to real-world constraints.

PROJECTS

HOME CHEF – Interactive Cooking App

UI/UX Design | CareerFoundry Project

Skills: User Research, Wireframing, Prototyping, Interaction Design

- Designed a mobile app that helps users explore and cook international dishes using interactive video tutorials.
- Conducted user interviews and surveys to identify key motivations (cultural exploration, fitness goals) and usability pain points in cooking apps.
- Mapped user journeys and created low-fidelity wireframes focused on intuitive recipe discovery and step-by-step guided cooking.
- Integrated video-based learning with personalized recipe recommendations based on user preferences.
- Validated designs through usability testing, leading to design changes that improved task completion rates by 25%.

KOI Online Shop – Traditional Chinese Handcraft Marketplace

UI/UX Design | CareerFoundry Project

- Developed a responsive online platform that promotes and sells Chinese traditional handcrafts like embroidery, paper cutting, and bamboo weaving.
- Built personas and use cases around customers interested in cultural preservation, gift-giving, and artisanal support.
- Focused on clean, story-driven layouts to showcase the craftsmanship and heritage of each item.
- Designed donation and purchase flow that balances user clarity with emotional engagement to support artisans.
- Prioritized accessibility and localization features to ensure inclusivity for a global user base.