

Irena Gao

UX Designer creating designs for Social Impact. Let's chat :)

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Education

Cornell University

Major GPA: 3.7

B.S. IN INFORMATION SCIENCE, MINORS IN STATISTICS AND BUSINESS

Aug. 2017 - May 2021

- **Relevant Coursework:** Human-Computer Interaction Design · Digital Product Design · Intro/Intermediate Web Design & Programming · Data-Driven Web Applications · Communication and Technology · Computer-Mediated Communication · Trends in Web Development

Professional Experience

Diya Health

Los Angeles, CA

DESIGN LEAD

April 2020 - Present

- Oversaw 5+ user interviews and testing to empathize with pain points of patient-doctor communication, addressing old patients' confusion with technology
- Created prototypes in Adobe Photoshop of health events and monitoring pages, ensuring that older patients can navigate site and understand content
- Led discussion with cross-functional business and development teams, designing marketable yet programmable landing page content
- Earned **hundreds of dollars** in funding and **committed partnerships** with physicians dedicated to remote communication during quarantine

CHET

Ithaca, NY

DESIGNER

Sept. 2020 - Dec. 2020

- Executed 10+ user interviews and testing to understand problems college students have managing chores with a busy schedule
- Ensured empathetic solution by compiling user feedback into key insights/persona requirements, targeting the need to feel motivated to do chores
- Iterated Figma wireframes of varying fidelity a points-based rewards system with a virtual pet that garnered 10+ positive user reviews
- Presented user research and final design in poster session of 160 students with **40 highlighted projects**

Dynalec Corp

Sodus, NY

INFORMATION TECHNOLOGY DESIGN INTERN

July 2019 - Aug. 2019

- Designed prototype of a program to help managers organize a database of training courses **150+ employees** have taken in a navy-radio manufacturing company, leading to a ~20% reduction in work accidents/increase in following protocol
- Conducted user interviews and testing with top company managers to address their need for organization of employee information
- Increased app usability by ~25% by **redesigning 30-year old software** to a modern, soft look that reduced technical confusion among manufacturing-focused employees

Leadership

AguaClara

Ithaca, NY

WEBSITE LEAD

Sept. 2018 - Present

- Redesigned website and added images/explanations about Honduran water plants using Figma, allowing **hundreds of stakeholders** to understand the importance and extent of the clean water we bring to Honduran communities
- Oversaw marketing pamphlets and video design to fundraise **hundreds of dollars**, allowing AguaClara members to travel to Honduras and facilitate water filtration research to help these communities

Life Changing Labs

Ithaca, NY

PROGRAM MANAGER

Oct. 2019 - Present

- Launched the **first ever virtual university incubator**, offering entrepreneurial resources and hundreds of dollars in funding to 8 selected out of 20 startups
- Led workshops with **30+ incubator participants** on pitching to investors and advice from well-established entrepreneurial speakers
- Instructed daily classes on web development to 13 high school students to spark their interest in entrepreneurship and build the MVP

DESIGN COORDINATOR

- Oversaw quarter card design and marketing for major startup competition at Cornell that gives thousands of dollars in funding to 3 out of 24 selected candidates
- Led information session and social media campaigns to advertise summer incubator, **increasing application rate by 47%** from previous year

Skills

Interaction/Visual User Research/Testing · Prototyping · Wireframing · User Flows · Ideation · Empathy · Storyboarding · Card Sorting · Mock Ups · Context Mapping · Creating Insights/Requirements · Heuristic/Data Analysis

Design Tools Figma · Adobe Photoshop · Adobe Illustrator · Balsamiq · Invision

Development Tools HTML/CSS · JavaScript · ReactJS