



**BRYANT
MAO**

7+ years UX designer specialized in
Interaction design, design strategy
and prototyping

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EXPERIENCE

IDEO / Senior Interaction Designer 2018 - 2020, SHANGHAI

- Blending design with strategy and help clients create new business across various industries
- Facilitating design thinking workshop to help leading company develop innovation skills and mindset
- Building internal digital capability by regularly sharing and giving mentorship with younger members

Mozilla Firefox / User Experience Designer 2015 - 2018, TAIPEI

- Redefined core experience of Firefox desktop and mobile, engage throughout production cycle included competitive analysis, user research, interaction design, user testing, and metrics analysis
- Envisioned web-based content discovery solutions for Firefox OS on Smart TV and Mobile
- Led design sprints to help interdisciplinary team align vision and build mobile browser 'Rocket' for Indonesia market that used by 500k users

HTC / Senior Interaction Designer 2014 - 2015, TAIPEI

- Defined design system for medical product with Visual and ID designers, included design principle, navigation schemes, gestures, visual theme, and UI components
- Mentoring on UX planning to formulate design strategy and manage complex idea and workflow
- Lead iteration workshops with designers, PM and Engineers to identify, prioritize and fix issues, launch the medical product that won the 2nd place of Tricorder Xprize competition

HTC / Interaction Designer 2013 - 2014, TAIPEI

- Conducted contextual inquiries to identify user needs and pain points on personal health management
- Developed persona and journey map to visualize findings, as well as UX brief to align the team's vision
- Built medical gadgets and mobile app for 15 conditions and 5 vital signs diagnosis, conducted user testing through low-fi/ hi-fi prototypes to iterate the design solution

HTC / User Experience Intern 2012 SUMMER, TAIPEI

- Lead 2 developers to conduct 5 In-depth interviews to explore smart home design opportunities
- Defined persona, scenario and design brief, hosting 2 ideation workshops to generate design concepts
- Built working prototypes on mobile and web for user evaluation and demo the concept proposal to VP

EDUCATION

National Chiao Tung University / M.A. in Human-Computer Interaction 2009 - 2012, HSINCHU

National Kaohsiung Normal University / B.S. in Industrial Design 2006 - 2009, KAOHSIUNG