

# CAROLINE MAO

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New York, NY

## EDUCATION

### **Barnard College Columbia**

New York, NY / 2018 - 2022

GPA: 3.81

Major: Computer Science

## SKILLS

Wireframing  
Prototyping  
User research  
Branding  
Illustration  
Graphic design  
Sketching  
User flows

## TOOLS

Photoshop  
Illustrator  
InDesign  
Sketch  
Figma  
Adobe XD  
Whimsical  
HTML/CSS  
JavaScript  
Python  
Java  
Eclipse

## LANGUAGES

English, Mandarin

## PROJECTS

### **Ferns**, Mobile Design and Development

*May 2020 - present (in progress)*

Prototype designs of a mobile app, Ferns, which gameifies socializing.

Execute designs in HTML/CSS and JavaScript.

Ship off designs to 2 backend developers.

Created visual branding and social media marketing banners.

### **Asian Academic Quizbowl Alliance**, Web Design and Development

*July 2020 - present (in progress)*

Design a website for an academic competition organization, including visual identity and graphics.

Wireframe and prototype 6 website pages.

Manage design system and iterate designs according to feedback from AAQA committee.

## EXPERIENCE

### **UX Designer**, Columbia Virtual Campus

*April 2020 - present*

Wireframe and prototype designs of a website dedicated to remote Columbia University events and resources.

Create illustrations to increase website's visual appeal.

Communicate with 7 designers, offering feedback and collaboration.

Conduct user research testing by interviewing Columbia students.

Starting as design lead in September 2020.

### **Student Mentor**, STEM League

*May 2020 - August 2020*

Developed a web development curriculum for 6th-10th graders focusing on HTML/CSS and JavaScript.

Designed newsletter and other marketing graphics.

Created a workshop teaching students to prototype in Figma.

## ACTIVITIES

### **4x4 Magazine**, Visual Editor

*February 2020 - present*

Design and typeset magazine layout using Adobe InDesign.

Promote literary community events by designing social media flyers.

### **King's Crown Shakespeare Troupe**, Graphic Designer

*January - May 2020*

Designed marketing materials, such as flyers and logos, in alignment with KCST's visual identity and branding.