# Gloria Chua

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### Education

### **Stanford University**

B.S. Product Design, M.S. Computer Science (Human-Computer Interaction)

Jun 2017

GPA 3.91/4.00

#### Product / UX Design

Advanced Design Studio | Product Design Methods | Human Values in Design | Design & Manufacturing | Designing Technological Tools for Learning | Innovations in Education

### **Computer Science**

Human-Computer Interaction | HCI Issues in Mixed & Augmented Reality | Data Visualization | Web Applications | Computer Organizations & Systems | Programming Abstractions | Stats & Probability for Computer Scientists

### Entrepreneurship / Business

Advanced Foresight & Innovation | Strategic Philanthropy | Storytelling in Business | Organizational Psychology of Design Thinking

# **Industry Experience**

### Altschool

06/16 - Present

Product Design Intern

San Francisco, CA

- Designed IA, UX, UI for teacher mobile application to capture spontaneous momdents of learning in the classroom
- Developed user workflow based on 5 usability test and 2 classroom observations
- Worked with PM to design implementation roadmap, devising a research plan for first prototype as learning prototype

### fuseproject

04/16 - 05/16

Design Strategy Intern

San Francisco, CA

- Defined digital service workflow to consumer electronics product of Fortune 500 company
- Designed user interfaces for digital service through user interviews, analogous research and rapid prototyping
- Conducted early contextual interviews and observation studies with 5 potential / analogous users across ages 20 - 70

### d.school K-12 Lab Network

04/15 - 06/16

Designer

Stanford, CA

 Worked with Playworks co-founder Jill Vialet to design physical toolkit for substitute teachers

### Muncher

09/15 - 12/15

Lead Designer

Stanford. CA

- Created the entire UI for mobile messaging platform
- Led team in development of wireframes and storyboards in the early conceptual stages of product
- Developed the entire brand and visual identity for UI and other marketing materials

### NovoEd

03/15 - 06/15

Product Design Intern

San Francisco, CA

- Wireframed and prototyped Course homepage and Community page in Sketch
- Conducted 12 usability studies, 10 user interviews and reviewed qualitative and quantitative survey results to identify and prioritize core user needs (n = 500)

### Awards

### A16z Generation Design Mentorship

Andreessen Horowitz, 2016

### Best Poster & Best Demo

Stanford UX Demo Fair, 2015 (1st of 62 teams)

### Excellence in Human-Centered Design

Design for America, 2014 (1st of 100 teams nationwide)

### Boothe Prize for Writing Excellence

Stanford University, 2013 (1st of entire cohort of 1400)

# — Skills

### UX/UI Design

Sketch | Invision | Photoshop | Illustrator | Balsamiq | Pixate

### Design Research

Contextual Inquiries | Observation Studies | Heuristic Evaluations

### Software Development

HTML | CSS | Python | Javascript | Java | C++ | Processing

### Design for Augmented Reality

Unity | Kinect | Hololens | Tangible AR

# Design Leadership

### CS+Social Good

05/16 - Now

Co-founder & Director of Studio

Stanford, CA

- Led strategic revamp of 6-team (20-person) tech for social impact design studio to provide targeted mentorship and support for teams
- Developing curriculum and teaching centered on deep community engagement and meaningful needfinding

### CS+Social Good

04/15 - 05/16

Director of Community

Stanford, CA

- Expanded organization membership from 200 to 800 in 3 months through establishing key partnerships and building oncampus community
- Organized yearlong community programs (e.g. mixers, workshops, informal lunches) reaching 300 students
- Pioneered and developed 6-month design and product development Studio program for 12 selected students (out of 70)

### **Alternative Spring Break**

01/16 - 03/16

Lead Instructor & Trip Leader

Stanford, CA

- Designed curriculum and taught 10-week course to 14 students on the intersection of education, technology and equity
- Contacted and led visits to 20 organizations (schools, nonprofits, edtech companies) in the Bay Area
- Led 2 teams through design project with community partner, Third Street Community Center in San Jose

# **Personal Projects**

## Know your Coffee

04/16 - 06/16

An interactive tabletop augmented reality application exploring the ethical and social dimensions behind purchasing a cup of coffee

### **Discovery Month**

03/16

Month-long schoolwide program where students learn about their passions through teaching their peers

Airbnb 01/16

Instant Wishlist where users can collect and compare shortlisted listings at a click of a button

### Skillprint

09/15

A unique, living artifact of skills, competencies and values (based on Stanford's 2025 project)

### **Dream Toy Project**

01/15

Toolkit to help a precocious 6-year-old boy learn physics through building gifts for his family