



# HAN GAO DESIGN x TECHNOLOGY

hangao@umich.edu · 804-937-3785 · www.haaangao.com

## EXPERIENCE

### Website Management Assistant

University of Richmond, Center for Student Involvement (CSI)

Aug 2016 - May 2017 | Richmond, VA

- Utilize Cascade platform to make regular edits and changes for CSI official websites.
- Meet weekly with the marketing team to strategize future promotions and edits.

### Instructional Technology Assistant

University of Richmond, Center for Teaching, Learning, and Technology (CTLT)

Aug 2016 - May 2017 | Richmond, VA

- Assist with updating CTLT liaison WordPress blog and digital newsletters.
- Design posters and infographics for events and programming.
- Participate in common software testing and iPads testing for the Center's Mobile Device Initiative.

### Psychology Research Assistant

University of Richmond, Psychology Department

Aug 2015 - May 2017 | Richmond, VA

- Work on literature review, data analysis, Qualtrics programming, and methodology design.
- Conduct research on the Consequences of Status-seeking, which is accepted by SSSP (Society of Southeastern Social Psychologists) 2016 conference for poster presentation as Poster Award Finalist.

### Marketing and Web Development Intern

Web Presence In China

June 2015 - Aug 2015 | Beijing, China

- Work with the Account Manager on lead generation and promotion account management.
- Help create and manage Pay-Per-Click display advertisement on different search engines (i.e., "Baidu" and "Yahoo!").
- Collaborate with the front-end engineers on website redesign for clients.

## LEADERSHIP

### Co-founder and President

University of Richmond Chinese Students and Scholars Association (URCSSA)

Sep 2014 - Dec 2016 | Richmond, VA

- Expand the organization to over 100 members in the first year.
- Organize cultural events (e.g., New Student Welcome Party, Chinese New Year Celebration) on campus and with other CSSA groups in Virginia and Washington D.C. area.
- Oversee social media accounts and design promotional materials; lead the first official URCSSA website building.

## EDUCATION

### M.S. in Information - UX Design / Research

University of Michigan

2019 | Ann Arbor, MI

*Tung-Li and Hui-Hsi Scholarship Award*

GPA 4.0

### B.S. in Psychology & Mathematics

University of Richmond

2017 | Richmond, VA

*Cum Laude*

## SKILLS & TOOLS

### Design

Persona  
Sketching  
Story Mapping  
QOC (Questions, Options, Criteria) Analysis  
Wireframing  
Prototyping  
Agile Development

### Research

Interview  
Survey  
Competitor Analysis  
Contextual Inquiry  
Affinity Diagramming

### Tools

Photoshop  
Illustrator  
InDesign  
Sketch  
Figma  
Balsamiq  
SPSS  
LaTeX

### Programming

HTML / CSS  
JavaScript  
Python  
Java