

ELAINE GAO

elaine.gao@queensu.ca | (604) 468-8913 | [linkedin.com/in/elaineengao](https://www.linkedin.com/in/elaineengao) | elainegao.com

EDUCATION

- Bachelor of Commerce**, Smith School of Business, Queen's University, Kingston, ON **Class of 2020**
- Recipient of 2017 D.I McLeod Dean's List with Distinction (Top 10% in Commerce class with 400+ students)
 - Cumulative GPA: 3.97/4.30
- Dogwood Diploma**, Pinetree Secondary School, Coquitlam, BC **Class of 2016**
- 4-time recipient of Top All-Around Student Award out of 400+ students, recipient of Dogwood Authority Scholarship recognizing top 5500 students in British Columbia
 - Selected as Valedictorian by graduating class, delivered farewell address to 2000+ people at graduation ceremony

PROFESSIONAL EXPERIENCE

- Product Associate**, Finn AI, Vancouver, BC **May 2018 – Present**
- Guerilla interviewed 30 people aged 15-25 to gauge financial literacy, financial confidence, and online learning preferences
 - Prototyped personal finance resources and tested material on 18 participants- 94% participants responded that prototyped material was more effective than existing resources found online
 - Presented findings to 53 employees including CEO, Product Lead, and developers to guide future financial resource creation
- Marketing and Design Assistant**, Queen's University Career Services, Kingston, ON **2016 – Present**
- Initiated and maintained email correspondence with 70+ stakeholders to create 100+ career guidance and marketing documents for every degree program on campus
 - Managed deadlines using Excel tracker to finalize all documents within 4 months

EXTRACURRICULAR EXPERIENCE

- Product Manager**, Queen's Technology and Media Association, Kingston, ON **2017**
- Managed team with 2 developers and 2 analysts to build a ridesharing network platform over 10 product sprints
 - Pitched product to product managers and won 1st place out of 3 teams at a mock venture funding competition
- Finance Director**, Kingston Student Housing Co-operative, Kingston, ON **2017**
- Developed budget assumptions, forecasts, and fee increase proposals for co-operative with \$1.3+ million in annual revenue
 - Presented fee increase proposals to members, approving 3% increase in annual fees and achieving net income of \$30,000
- Graphic Design Deputy**, Queen's Alma Mater Society, Kingston, ON **2016**
- Designed print and digital advertisements for 20+ events that reached 17,000 members
 - Recognized among organization's 1000+ volunteers as "Volunteer of the Year" for exceptional task performance
- Editor-in-Chief**, Pinetree Secondary School, Coquitlam, BC **2015**
- Delegated tasks with co-editor to over 60+ students to gather content for a 256-page yearbook in 8 months
 - Coached 30+ students to use Adobe Photoshop, Adobe InDesign, and DSLR cameras
 - Released marketing campaign to sell yearbooks, achieving profitable revenue exceeding \$50,000 project cost
 - Awarded \$500 scholarship from yearbook publisher for outstanding layout design and contribution

PERSONAL BRAND

- HIRE ME BECAUSE: I design valuable digital products by empathizing with users, building prototypes, testing on users, collecting usage data, and presenting insights to developers
- INTERESTS: Advocating for technology careers- Currently organizing a digital strategy challenge for undergraduate students in partnership with global consultancy [IdeaCouture](http://IdeaCouture.com) to increase awareness for product strategy and product design careers
- SKILLS: Highly proficient in Adobe Indesign, Illustrator, HTML, CSS, Sketch, PowerPoint design and presentation delivery