

OLIVE CAO

Interaction Design | User Experience

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EXPERIENCE

- Halfmeter - UI/UX Design
12. 2016 | San Jose, CA
 - Redesign user interface and information structure for a pregnancy educational app.
 - Enhance search function and increase video conversion rate by 80%.
- Bittiger - UI Design
11. 2016 | San Jose, CA
 - Redesign homepage and introduction page for an online education website.
 - The design was appreciated by the client and increase web clicks ratio by 50%.

EDUCATION

- Master of Landscape Architecture
University of Southern California
08. 2013 - 08. 2016 | Los Angeles, CA
- Bachelor of Engineering in Wood Science and Engineering
Beijing Forestry University
09. 2009 - 06. 2013 | Beijing, China

SELECTED PROJECTS

- Gotable - Waiting App Design
11. 2016 | San Jose, CA
 - Visual design lead
 - Conduct primary research and contributed to project strategy.
- Triiiper - Trip collaborator App Design
12. 2016 | San Jose, CA
 - Led the two-month project from research to final prototyping.

TOOLS & SKILLS

- UX Methods
Researching, Competitor Analysis, Survey, Persona, Journey Map, Storyboard, Wireframing, Prototyping, Guerilla Testing, A/B Testing
- UI Design
Sketch, Photoshop, Illustrator, InDesign, After Effects
- Prototyping
Principle, Invision, HTML+CSS
- 3D Design
Auto CAD, Rhino, Sketchup
- Languages
English, Mandarin