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

Protoryping

Principle, Invision, HtML+CSS

3D Design

Auto CAD, Rhino, Sketchup

Languages

English, Mandarin