Jocelyn Gao

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BIOGRAPHY

Shortly after starting my journey at Carnegie Mellon as a business major, I found that my passion was not business, but rather creating *meaningful* experiences for others through design. I also love doing calligraphy. exploring great food places, and listening to or creating music.

EDUCATION

Carnegie Mellon University Aug 2017- May 2021

B.S. in Business Administration and Human Computer Interaction | Dean's List, 4.0/4.0 QPA

RELEVANT COURSEWORK

User Centered Research Evaluation
Interaction Design Studio
Human Robot Interaction
Introduction to Psychology
Introduction to Computer Programming

BUSINESS/LEADERSHIP EXPERIENCE

C# Singers A Capella Jan 2018- Present
Treasurer, Fundraising Chair, Social Media Chair

Alpha Phi Sorority Apr 2018- Present
VP Member Education and Programming, Bylaws and PHIFA Commitee

C# Singers A Capella Oct 2018- Present
VP Marketing, VP External Chair

Kinexus Group May- Aug 2019
Sector Relations Intern

- Created an interactive subsection of Kinexus' website to fill employer needs in the area
- Created numerous marketing materials and data visualizations for various departments in the organization

SKILLS

UI/UX	SOFTWARE	OTHER
Visual Design	Figma	Pitching
Data Visualizations	InVision	PM
User Research	Microsoft Excel	Marketing
Usability Testing	Tableau	Python
Prototyping	After Effects	Mandarin

RESEARCH AND DESIGN EXPERIENCE

Mitigating the Negative Impacts of Racism and Microaggressions Jan - May 2019
Qualitative Data Team and Design Team

- Created axial codes from interview data and extracted insights to understand and to empathize with interviewees
- Affinity-diagrammed axial codes to reveal common relationships, pain points, and opportunities
- Identified top three pain points and opportunities, rapidly ideated solutions, prototyped iterations for top two solutions, and conducted user tests of prototypes

Unorthodox Navigation Devices: Robot versus Haptic Feb - May 2019
Project Team

- Ideated and prototyped potential robot and haptic navigation device forms
- Assembled and programmed the devices and their signals with Arduino
- Collected and analyzed data from A/B tests to compare the efficiencies, perceived competencies, and percieved trustworthiness of each navigation device

ATM Control Redesign Oct 2019
Interaction Design Studio Project

- Prototyped 2-dimesional and 3-dimensional control redesigns with sketches and foam core
- Performed and received in-class critiques to improve further iterations
- Pitched the control redesign to communicate the logic and its importance