

# IRIS GAU

Santa Barbara, CA · iris.gau219@gmail.com · linkedin.com/in/irisgau · (805) 895 - 3373

With a foundation in cognitive and computer science and four years of technical experience, I lead cross-functional projects and deliver data-driven, user-focused solutions. Adaptable and analytical, I am eager to leverage my skills to drive impactful results.

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## PROFESSIONAL EXPERIENCE

### Software Engineer (L5) · Square San Francisco, CA · Apr 2022 – Sep 2023

- Led alignment across product, design, and engineering teams, becoming the go-to expert for resolving UX-related challenges and ensuring seamless delivery of user-centered solutions.
- Conducted usability testing, providing actionable insights that enhanced accessibility and UX.
- Assumed product manager role to launch MMS in Text Message Marketing, overseeing strategy, risk assessments, and vendor integration. Led beta launch and iterated on user feedback, with 45% of users totalling 300+ campaigns and 260K+ deliveries in the first week.
- Managed 4 engineers to design a personalized onboarding flow, optimizing first-time user experience and feature discovery. Implemented A/B testing to boost adoption rates.
- Regularly presented product updates to 150+ attendees, highlighting impact across teams.
- Integrated OpenAI API to automate marketing copy generation, enhancing sellers' content creation efficiency and engagement.
- Mentored team members and conducted interviews, fostering a collaborative culture.

### Software Engineer (L4) · Square San Francisco, CA · Oct 2020 – Mar 2022

- Led the launch of a unified enrollment platform, generating 2,800+ Marketing opt-ins and 1,000+ Loyalty sign-ups for 800+ sellers across three international markets within four months.
- Spearheaded product onboarding flow and point-of-sale integration for Text Message Marketing, achieving 2,500+ paying subscribers and \$60K in revenue within 11 months.

### Software Engineer (L3) · Square San Francisco, CA · Aug 2019 – Sept 2020

- Built and launched a drag-and-drop editor that attracted over 176K monthly user visits, garnering positive feedback from major clients and highlighted by CEO.
- Developed and rolled out critical COVID-19 support campaigns, offering impacted sellers free access to email features to promote online sales during shelter-in-place orders.

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## ADDITIONAL EXPERIENCE

### Career Break Oct 2023 – Present

- Pursuing the University of Michigan's User Experience Research and Design Specialization.
- Awarded Huayu Enrichment Scholarship for 9-month Mandarin study at Tamkang University, Taiwan. Achieved "Intermediate High" in proficiency test at the program's conclusion.
- Volunteering weekly with local animal and homeless shelters.

### Research Assistant · Baylor College of Medicine Houston, TX · Jan 2019 – Mar 2019

- Automated analysis of stroke patient speech data with Python scripts, reducing data processing time from hours to seconds.

### Team Lead & Studio Member · Design for America Rice University · Sep 2016 – Dec 2017

- Prototyped a lightweight backpack to improve classroom organization, applying human-centered design principles and conducting user interviews and usability tests.

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## EDUCATION

**Rice University** · Houston, TX · Graduated May 2019

B.A. in Computer Science, B.A. in Cognitive Science (Psychology Concentration)

GPA: 3.94/4.00, *summa cum laude*

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## SKILLS

**Strengths:** Cross-functional Collaboration, Attention to Detail, Empathy, Communication

**Skills:** User-Centered Design, Data Analysis, Web Accessibility, Full-Stack Development

**Tools:** Figma, Confluence, JIRA, Slack, Trello, Miro