# IRIS GAU

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With a foundation in cognitive and computer science and four years of technical experience, I deliver data-driven, user-focused solutions. Inquisitive and analytical, I am eager to leverage my skills to enhance user experiences.

## PROFESSIONAL EXPERIENCE

**Software Engineer (L5) · Square**                San Francisco, CA · Apr 2022 – Sep 2023
- Led alignment across product, design, legal, data, and engineering teams, becoming the team's go-to expert for ensuring seamless delivery of user-centered solutions.
- Designed test plans and conducted end-to-end testing, including accessibility testing, to identify UI issues and behavior bugs, providing actionable insights to enhance user experience.
- 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 interviewed candidates, 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.

## 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.

**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.

## EDUCATION

**Rice University**                                        Houston, TX · Aug 2015 – May 2019
B.A. in Computer Science, B.A. in Cognitive Science (Psychology Concentration)
GPA: 3.94/4.00, *summa cum laude*

## SKILLS

**Skills:** Python, SQL, R, Full-Stack Development, Statistical Analysis, A/B Testing, Web Accessibility, SaaS
**Tools & Platforms:** Figma, Confluence, JIRA, Slack, Trello, Miro, Optimizely, Amplitude