



Yifei Gao (Kaylee)

UX designer

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🌐 www.kayleegao.com

📍 Shanghai, China

Education

Sep 2021 - Apr 2022



University of Waterloo Stratford, Canada

Program: Master of Digital Experience Innovation

👉 Fields of Study: design thinking, UX design, marketing, storytelling

👉 CGPA: 4.0

Sep 2017 – Jun 2021



University of Toronto Toronto, Canada

Honours Bachelor of Science with Distinction

Major: Computer Science

Major: Communication, Culture, Information & Technology

Minor: Mathematical Science

👉 Fields of Study: media studies, culture, UX design, HCI, programming, databases

👉 GPA in final year: 3.93/4.0

👉 Honour: Mathematical and Computational Sciences Honour Roll for 2020 - 2021

Sep 2018 – Jun 2021



Sheridan College Oakville, Canada

Certificate in Digital Communication

👉 Fields of Study: design thinking, web design, design and implementation of multi-media documents

Work experience

Oct 2021 - Feb 2022



Interaction Design Intern



SenseTime Group Ltd Shanghai, China

👉 Designed interactive animations and independently completed the development, publishing, and optimization of mobile development project to showcase the department uniforms

👉 Wrote a note on implementation methods of the mobile development project and published it to the department's WeChat official account

👉 Assumed the role of interaction designer of designing a smart refrigerator WeChat Mini Program

👉 Researched various design methods and wrote description documents to effectively improve the understanding of design theory knowledge and improve the work efficiency in the department

Jun 2020 - Aug 2020



Intern Back-end & Function Developer



C&A (China) Co., Ltd Shanghai, China

👉 Developed an algorithm using Python and SQL to extract product data and improve efficiency in product management

👉 Completed a user experience upgrade project for the company's HR Department and improved efficiency in employee schedule management

Jul 2019 – Aug 2019



Marketing Intern



Shanghai Bestone Co., Ltd Shanghai, China

👉 Planned, organized, and presided over Shanghai Yinhang Street Legal Culture Festival and Garbage Classification Knowledge Competition and maintained the competition order

👉 Assisted in holding legal consulting activities in Shanghai Caohejing Development Zone and a legal salon

👉 Designed and managed marketing materials with an emphasis on target audiences and user needs

👉 Increased the event participation rate through digital content

Skills

Software

Microsoft Office, Figma, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe Premiere Pro, Miro, Notion, Unity

Programming skills

HTML, CSS, JavaScript, Python, Java, SQL

Additional

Bootstrap, WordPress

Languages

Mandarin (Mother Tongue), English (Proficient)