

# Kelly Mao

## Designer & Creative Technologist

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## Education

### New York University 2024

BFA Interactive Media Arts & Computer Science, 3.86 GPA

#### Relevant Courses

- UX Design
- Computer Graphics
- Artificial Intelligence
- Design Fundamentals
- Physical Computing & Experimental Interfaces
- Interactive Computing

## Skills

### Design

Figma, Adobe CC (XD, Illustrator, Photoshop, InDesign, AfterEffects, Premiere Pro), Fusion360

### UX Process

User Research, Wireframing, Prototyping, User Testing

### Web Development

Bootstrap, React, Sass, Git, Heroku, p5.js, A-Frame AR/VR, ML5.js

### Programming

HTML/CSS, JavaScript, Java, Python, C/C++

## Experience

### Nucleus Global | Creative Intern | Jun 2023 - August 2023

- Worked on client-based creative digital projects for the largest medical communications company in the world
- Designed 11 touchscreens and 1 handout to showcase client's R&D pipeline at two medical conferences with 16K attendees
- Led design and front-end development of internal metrics tool
- Animated and edited three videos for company's LinkedIn page

### NYU Tisch Interactive Telecommunications Program (ITP) | Networks Assistant | Oct 2022 - Dec 2022

- Worked with school admin and IT team to manage content of department site with 1000+ monthly visitors
- Created user research surveys and conducted usability testing for a new networking/social hub feature

### Tech@NYU | Senior Advisor | May 2022 - present

- Lead 20 board members in running NYU's largest tech club of 1000+ students, overseeing a 30% increase in membership
- Organize speaker events and office tours with companies including Google, Meta, Foursquare, StackOverflow, and GIPHY

### Trader Joe's | Sign Artist | Jun 2021 - Aug 2021

- Created product signs with custom typography to reinforce brand identity and inform 15K customers per month

## Projects

### NYPL Linkup | Figma | October - December 2022

- Collaborated with two designers to create an app concept for the New York Public Library system to help library patrons keep track of events and stay connected with their communities

### NYU Course Search Redesign | Figma | May 2022

- Conducted a personal redesign of course website UI to improve information hierarchy and address user pain points, leading to 60% faster navigation across three pages
- Researched user needs and created high-fidelity prototype

### Playlist Pals | JavaScript, HTML/CSS, MongoDB, Express | April 2022

- Designed and built a full-stack web app where users can recommend/discover songs based on custom prompts
- Integrated Deezer API to search songs and display playable audio clips and album art