Kelly Mao

Designer & Creative Technologist

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EDUCATION

New York University
Expected May 2024

BFA Interactive Media Arts & Computer Science, 3.85 GPA

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

SKILLS

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

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

Design
Figma, Adobe CC (XD, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Fusion360

UX Process
User Research, Wireframing, Prototyping, User Testing

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 interactive touchscreens and 1 printed handout to showcase client Boehringer Ingelheim's dermatology drug R&D pipeline at two medical conferences totaling 16K attendees
- Led design and front-end development of an 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 redesign interface and manage content of Tisch ITP website with 1000+ monthly visitors
- Created user research surveys and conducted usability testing

Tech@NYU │ Senior Advisor │ May 2022 - present
- Lead 20 executive 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, Citizen, and GIPHY

Trader Joe's │ Sign Artist │ Jun 2021 - Aug 2021
- Created product signs with custom typography to reinforce brand identity and inform customers, reaching 15K shoppers per month

PROJECTS

NYU Course Search Redesign │ Figma │ May 2022
- Conducted a personal redesign of NYU course search website UI to improve information hierarchy and address user pain points, leading to 60% faster navigation across three pages
- Performed competitor analysis and user research
- Created wireframes and high-fidelity clickable prototype

Sustainabot (TOHacks submission) │ Figma, p5.js │ May 2022
- Worked as designer and front-end developer with team of three developers to create a chatbot that uses NLP to discuss user's sustainability goals and summarize relevant web-scraped advice
- Designed logo and messaging UI, created high-fidelity prototype

Playlist Pals │ JavaScript, HTML/CSS, MongoDB, Express │ April 2022
- Individually designed and built a full-stack web app where users can recommend and discover songs based on specific moods
- Integrated Deezer API to search songs and display playable audio

Symbiota │ JavaScript, p5.js, Figma │ Nov 2021
- Designed & developed a game about the gut microbiome to educate users on healthy eating, reaching 400+ people