

# Kelly Mao

Designer & Creative Technologist

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## EDUCATION

### New York University

Expected May 2024

BFA Interactive Media Arts & Computer Science, 3.82 GPA

#### Relevant Courses

- Design Fundamentals
- Interactive Computing
- Physical Computing & Experimental Interfaces
- Digital Fabrication
- Hypercinema
- Interactive Prototyping for Museum Exhibits

## 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, Illustrator, Photoshop, After Effects, Premiere Pro, Fusion360

#### UX Process

- User Research, Wireframing, Prototyping, User Testing

## PROJECTS

### Sustainabot (TOHacks submission) | Figma, p5.js | May 2022

- Worked as UX designer and front-end developer with team of three web developers to create a chatbot that uses NLP to discuss user's sustainability goals and summarize the best advice from relevant websites
- Designed project logo and messaging UI, created high-fidelity prototype

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

- Redesigned UI of NYU course search website to improve information hierarchy and address user pain points, leading to 60% faster navigation
- Conducted competitor analysis and user research
- Created wireframes and high-fidelity clickable prototype

### Outside Dyckman | JavaScript, HTML/CSS, AR.js | Apr 2022

- Worked as sole front-end developer on a location-based AR interactive tour to help deaf visitors of NYC's Dyckman Farmhouse Museum
- Advised on technical feasibility, worked with two designers to refine UX, developed web prototype based on mockups

### Symbiota | JavaScript, p5.js, Figma | Nov 2021

- Designed & developed a game about the gut microbiome to educate users on healthy eating, reaching 400+ people

## EXPERIENCE

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

- Work with school admin and IT team to redesign interface and manage content of Tisch ITP website with 100K+ monthly visitors

### Tech@NYU | Co-President | May 2022 - present

- Lead nine executive board members in running NYU's largest tech club of 1200 students, overseeing a 30% increase in membership
- Organize speaker events and office tours with companies including Google, Meta, Foursquare, StackOverflow, Citizen, GIPHY, and Check

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

- Utilized knowledge of graphic design, typography, and traditional art to create product signs and store displays to reinforce brand identity and inform customers, reaching ~60K shoppers per month