Kelly Mao

Product 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
- Artificial Intelligence
- Computer Graphics
- Interactive Computing

Honors

- Graduated *cum laude*
- Dean's List 2020-2024

Skills

Design

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

UX Process

User Research, Wireframing, Prototyping, User Testing

Web Development

HTML/CSS, JavaScript, Java, Python, C/C++**,** Bootstrap, React, Sass, Git, Heroku, p5.js, A-Frame AR/VR

Experience

PictureStudio | Product Design Intern | Jul 2024 - present

- Collaborated closely with lead product designer at a startup building a generative AI platform with tools for creatives
- Redesigned the marketing landing page, resulting in a **10%** increase in lead conversion
- Worked on in-app UX, designing the Marketplace page from **0→1**
- Designed animations to illustrate and demo product features
- Gained expertise designing intuitive UX for AI contexts

Nucleus Global | Creative Intern | Jun - Aug 2023

- Worked on client-based creative digital projects for the largest medical communications agency in the world
- Led end-to-end design of **11** touchscreens to showcase client's R&D pipeline at two conferences with **16K** attendees
- Collaborated cross-functionally, leading the front-end design and development of an internal web app to track engagement metrics for clients at conferences
- Designed graphics and animations to promote Nucleus Global

NYU Tisch ITP | Product Designer | Oct - Dec 2022

- Worked with IT team to manage a redesign of my school department's site with **1000+** monthly visitors
- Conducted user research interviews and usability testing for a new networking/social hub feature

Tech@NYU | Co-President | May 2022 - May 2024

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

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

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

Projects

Topology of Memory | Feb - May 2024

- Created a web-based interactive map of NYC to publicly document memories people form within the urban landscape, collecting **120+** memories from **100+** NYC residents
- Integrated Google Maps API and ThreeJS for custom map functionality and visualization, and Firebase for data storage
- Sole designer and developer; presented as thesis for BFA