

# Kelly Lau-Kee

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## EDUCATION

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**University of California Berkeley, Haas School of Business**  
Master of Business Administration

*May 2020 | Berkeley, CA*

**Carnegie Mellon University**

*May 2013 | Pittsburgh, PA*

Bachelor of Fine Arts in Industrial Design and Human-Computer Interaction, GPA: 3.71 out of 4.0

- Presidential Scholar; awarded for academic excellence, leadership, and community involvement
- Dean's List all four years and College and University honors graduate
- Design Merit Award; awarded for excellence in design, leadership, and service to the School of Design

## PROFESSIONAL EXPERIENCE

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**Color Genomics, Lead User Experience Designer**

*June 2015 - June 2018 | Burlingame, CA*

Healthcare startup delivering affordable genetic testing for cancer and cardio risk

- Led design for growth channel with goal of sustainably increasing test volume, evolving the brand, and increasing company reach through health services beyond genetic testing
- Product managed 4-person team and built an online product that allows relatives to collaborate on their family health history; resulted in over 3K user invites to the site and authorship on a filed, non-provisional patent
- Spearheaded design for population-level testing initiative including designing and coding a landing page and developing marketing materials; initiative was a major business opportunity with over 4 healthcare system partnerships launched
- Designed an ordering system letting providers project patients' out-of-pocket cost; system saved money for 2K+ people unable to qualify for insurance or with a high bill; led to 14% increase in ordering from top providers
- Awarded Judges Choice Award and People's Choice Award for two team projects during company Hackweek; (1) tool to analyze medical history and provide cancer risk calculations (2) marketing piece for providers on genetic testing basics

**Google, User Experience Designer**

*August 2013 - June 2015 | San Bruno, CA*

Member of YouTube UX team and Google Video Ads team

- Led 6-person team in Google Ads Design Sprint Competition; developed a productivity tool and won "Best in Show" resulting in a Spot Bonus from the Ads Design Director
- Promoted from level 3 (August 2013) to level 4 designer (May 2015), receiving a "strongly exceeds expectations" on performance review and 3 peer bonuses for citizenship activities
- Developed project vision with lead Product Manager and identified user facing implications for early stage project on improving YouTube's personalized ads; created a vision deck which was presented to SVP of Ads
- Mentored 2 interns; held weekly one-on-one meetings to discuss career development and work prioritization strategies

**PayTango, Co-founder and Chief Product Officer**

*August 2012 - June 2013 | Mountainview, CA*

Biometric startup enabling users to make payments using fingerprints

- Accepted into Y Combinator and participated in Winter 2013 batch
- Raised \$700K in seed capital from Y Combinator and top investors
- Led the product development of fingerprint payment terminals; installed 6 terminals at 4 Carnegie Mellon University dining locations, resulting in over 4.8K payment transactions

## ADDITIONAL

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- Directly Responsible Individual for Color's Diversity & Inclusion Initiative, *January 2017 - July 2018*
- Volunteer at St. Anthony's Dining Room, *July 2016 - Present*
- Technical skills: user experience design, design thinking, web development (HTML/CSS), Adobe Suite, Sketch