

Lisa Cao

UX Designer based in San Francisco

lisacao17.github.io/portfolio

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Experience



Google Store

UX Designer

June 2023 - Present

Redesigned our device comparison tools, improving usability and discoverability, and driving a ~60% increase in click-through rate.

Led the redesign of our post-purchase survey emails, achieving a ~60% increase in click-through rate.

Developed page templates that resulted in \$800K in marketing budget savings.

Collaborated cross-functionally in the Fitbit.com migration, resulting in \$20M in operational cost savings.

Stadia

UX Design Intern

Summer 2022

Redesigned 3 key design system components (dropdowns, tables, and dialogs) to GM3 specifications for engineering optimization.

Google Play

UX Design Intern

Summer 2021

Designed a new filtering feature for apps on Google Search, reducing query re-issue by 1.28%.

Designed an error message on the Google Play app to help redirect users and reduced query re-issue by 30% and low quality app installs by 10%.

Friendly Studio

Product Designer

Winter 2021

Partnered on the redesign of a telecom startup's internal tool, improving employee navigation of complex dashboards and contracts.

RBC Royal Bank

Graphic Design Intern

Summer 2020

Led the visual rebranding of our high school tech program including posters, yearbooks, and stickers.

Created various graphics for our internal website.

Education

University of Waterloo

2018 - 2022

Bachelor's degree in Global Business and Digital Art

91.48 GPA

Skills

Interaction design, product thinking, user flows, mobile-first designs, usability testing, information architecture, design systems, Figma, Adobe CC, HTML/CSS, Python