

Megan Gao

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EDUCATION

University of North Carolina at Chapel Hill | Chapel Hill, North Carolina

August 2023 - *Expected* May 2027

Majors: B.S. Computer Science, B.S. Data Science

Relevant Coursework: Discrete Mathematics, Data Structures & Algorithms, System Fundamentals, Linear Algebra, Calculus, System Design, Web Design, Probability, Computer Organization

WORK EXPERIENCE

SAS Institute

March 2025 - Present

Summer 2025 Web Design Intern

- Redesigned the SAS Hackathon website (10k+ users) in Figma and Framer; implemented live on SAS.com using AEM with responsive layouts and branded components.
- Built a custom sign-in prompt in AEM with HTML, CSS, and JavaScript, featuring scroll dismissal and cookie memory for improved UX; translated a solution brief into a responsive AEM page.
- Created 3D iconography and Lottie animations to enhance visual storytelling; collaborated with UX, marketing, and dev teams to deliver scalable, production-ready assets.

Carolina AR/VR at UNC-CH

February 2024 - Present

Media Chair & Hardware Development Team

- Exploration and development of XR, VR, AR, MR, and other hardware that stimulates experiences (3D printing, PCB programming, haptics development, driver development).
- Lead and create projects for real-world applications with personal and client use.
- Oversee visual/audio components of organization branding to maintain cohesive, professional appearance.

Girls Who Code at UNC-CH

Jan 2024 - Present

Outreach Committee Lead

- Lead a team of 10+ UNC women in weekly development and maintenance of the GWC website; spearheaded a full redesign now used by 90+ current members and 600+ alumni.
- Manage onboarding and coordination of the Outreach team; oversee collaborations with UNC and community organizations.
- Previously completed the Bank of America-sponsored Summer Immersion Program; oversee annual outreach to 75+ student volunteers.

1893 Brand Studio

August 2024 - Present

Web Developer, Graphic Designer

- Marketing division of The Daily Tar Heel, serving an audience of 50,000+ readers.
- Designing and developing websites and digital marketing materials for local businesses using Wordpress, and Figma.
- Collaborating with clients to create visually engaging branding, including logos and marketing collateral. Conducting market research to enhance customer acquisition and drive revenue growth.

UNC Graphics & Virtual Reality Group

April 2024 - June 2025

- Maintain and restructure UNC Telepresence research website to support weekly updates and outreach to 1000+ annual visitors.
- Translate technical computer science research into accessible visual formats for general audiences.
- Investigate design methods that merge CS and graphic design for more intuitive digital experiences.

PROJECTS

1st Place - Milwaukee Bucks Hackathon - Milwaukee Bucks & Modine Manufacturing

February 2025

- Designed a data-driven fan engagement strategy using RFM segmentation and Markov Chain modeling.
- Proposed a gamified lifecycle platform to improve retention, boost upgrades, and reduce churn.
- Presented findings to Bucks and Modine executives; awarded VIP recognition at a Bucks home game

SKILLS

Languages & Tools | Java, Python, JavaScript, HTML, CSS, C, Swift, Node.js, React, SQL, Docker, Git

Design & Prototyping | Figma, Framer, Adobe Creative Suite, Sketch, Lottie

Data & Analysis | Excel, Tableau, Data Visualization

Other | Agile, UI/UX, Wireframing, A/B Testing