

HELENA CAO

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310.980.8179

SKILLS

Design

Illustrator
Photoshop
InDesign

Development

HTML + CSS
Bootstrap
Javascript
jQuery

Product

User Research
Product analytics
SCRUM

AWARDS

MOST PROGRESSED HACK

Paypal Battlehack SF 2014

Built Givebox, a way to help the homeless by buying things on their wishlist and delivering it to the nearest Amazon Locker

WINNER OF \$20,000 GRANT

OCE Social Enterprise Student Competition 2013

Pitched Releaf Financial, a nonprofit organization offering banking, education and planning services catered to students

FIRST PLACE

Capital One Data Mining Cup 2013

Proposed a new statistical model to detect fraudulent transactions from 17,000 real transaction data

EXPERIENCE

MAY 2014
ONGOING

DESIGNER

Bayes Impact (YC S14 batch) | San Francisco, CA

Planned, designed and built the Bayes Impact website. Created graphics for newsletters, t-shirts and proposals.

JUL 2013
MAY 2014

LEAD DESIGNER

Piipoint (YC W14 batch) | Sunnyvale, CA

Interviewed and worked with customers to understand their data needs. Designed and built multiple iterations of a mapped-based data analysis platform.

SEP 2013
DEC 2013

PRODUCT MANAGEMENT INTERN

Amplify Education | Brooklyn, NY

Analyzed customer calls to prioritize usability issues of the enrollment data uploader. Presented recommendations to improve user experience and reduce number of support calls.

MAY 2010
DEC 2013

FOUNDING DIRECTOR

Waterloo Banking Project | Waterloo, ON

Raised over \$170,000 in grant and donations. Conducted two studies on the financial situation of local students with over 1200 responses in total. Designed new financial education program in partnership with the university.

JAN 2013
ONGOING

FREELANCE DESIGNER

Worked with early stage start-ups to improve branding, visual designs and user experience.

EDUCATION

SEP 2009
DEC 2014

UNIVERSITY OF WATERLOO

Bachelor of Mathematics

SEP 2009
DEC 2014

WILFRID LAURIER UNIVERSITY

Bachelor of Business Administration

SEP 2012
JAN 2013

TSINGHUA UNIVERSITY

Exchange student