

Waverly Chao

waverlychao.com

Work Experience

Strategy Consultant | Wells Fargo Innovation Group

2017 – Present

Innovation Program Manager

- Founded company-wide innovation event programming to cultivate a culture of innovation, expanding across 3 cities with 90+ attendees in-person and 250+ virtually
- Conducted key research in a cross-functional team on the future of financial health through the lenses of cultural trends and the triple bottom line for executive leadership
- Coached a team of interns to build their creative confidence through leading weekly training sessions on content discovery, presentation skills, and end-to-end event planning
- Designed digital assets and collateral including infographics, reports, and presentation decks

Ideation Strategist

- Automated the idea categorization, prioritization, and routing process of our internal company-wide ideation platform, reducing manual effort by 30%
- Analyzed data from 10,000 ideas to identify key insights and make recommendations on opportunity areas and business priorities for Line of Business partners
- Validated business and user needs to select ideas for proof of concept (POC) development, in partnership with the R&D and Customer Insights team
- Led ideation workshops to develop nascent concepts into potential POCs and products

Management Consultant | Infosys Consulting

2016 – 2017

Digital Transformation

- Led a one week Design Thinking workshop as part of a pilot business model
- Shaped the design of hi-fidelity mockups for a financial goal-setting app prototype through ethnographic interviews, persona development, and wireframe sketching
- Optimized our candidate selection process and created a skill-building experience for candidates through a new recruitment model, “Design-a-thons,” at local universities

Marketing Intern | GAIA Environmental Nonprofit

2015 – 2016

Social Media & Communications

- Doubled Facebook engagement through a social media campaign reaching a global audience
- Improved branding and communications by re-designing social media content and digital marketing collateral

About Me

University of California, Berkeley

B.S. Environmental Economics & Policy

Deans Honors, 4 semesters

GPA: 3.81

Languages

Mandarin Chinese, *Conversational*

Strengthfinders

Connectedness

Intellection

Strategic

Learner

Belief

(I'm an **ENFJ**!)

Tools

MURAL

InDesign

Photoshop

Sketch

JIRA

HTML/CSS