

WAVERLY CHAO

waverlychao@gmail.com
(626) 848 - 8899

Skills

Design Thinking
User Research
HTML & CSS
Mobile Design

Software

Illustrator
Photoshop
Sublime
Sketch
STATA

Languages

Mandarin Chinese

LinkedIn

/in/waverlychao

Portfolio

waverlychao.github.io
moviemomentchasers.com

WORK EXPERIENCE

Management Consulting Analyst

Infosys Consulting

June 2016 - March 2017

Design Thinking Training & Workshop for automotive company - Detroit, MI

- Led a 5 day workshop for IT VPs and Executive Directors to develop and transform their digital strategy.
- Developed personas and customer journeys to transform culture and increase employee engagement.
- Created digital and analog design assets, including a toolkit, final deck, and business model canvas.

Mobile UI/UX for a financial services company - Richmond, VA

- Created wireframes for a mortgage tracker app with new features for improved user experience.
- Conducted user research, developed personas, and designed wireframes for a financial planning app.
- Encouraged client engagement by emailing user data dashboards to senior client stakeholders.

Design Thinking projects for internal firm building activities - Berkeley, CA

- Designed a deck presenting to the CEO a new business model with design-focused client offerings.
- Developed and designed a 100+ page Design Thinking toolkit for clients and internal training purposes.
- Planned 2 case competitions to build campus relationships at SJSU & UC Berkeley for recruitment.

Marketing and Communications Intern

GAIA (Global Environmental Non-profit)

September 2015 - January 2016

- Managed Facebook page and designed social media campaign content, increasing engagement by 2x.
- Tested 3 email newsletter platforms and made a final recommendation based on cost and capabilities.

Retail Store Management Intern

Macy's Inc

June 2015 - July 2015

- Trained and socialized a team of 5 to adopt mobile and omnichannel initiatives in their day-to-day.
- Presented business case to leadership team on importance of building empathy with sales associates.
- Led retail operations at a \$50M store: merchandising, sales, balancing registers, inventory & displays.

EDUCATION

University of California, Berkeley

B.S. Environmental Economics and Policy

Class of 2016

GPA: 3.81

Awards

Deans List: Fall 2014, Spring 2015, Fall 2015, Spring 2016

Nomination

China Hands' 25 Under 25: Future Leaders to Watch in US-China Relations

LEADERSHIP & DESIGN EXPERIENCE

Freelance Designer

Caliber Magazine, Innovative Design, TASA, OneReasonRecordings

September 2012 - Present

- Designed wireframes and final UI for a cloud-based audio streaming mobile iOS app.
- Created multiple marketing and publicity assets for email newsletters and social media.
- Designed 3 spreads for Caliber's Issue 13 (issuu.com/calibermag/docs/issue_13_complete_pages).

Public Relations & Event Planner

The Presence Fellowship

January 2014 - January 2016

- Planned 5 days of Welcome Week events on a team of 8, increasing our membership by 15%.
- Coordinated member's efforts for sufficient staffing and community building at weekly events for 60+.

Design Project Manager

Undergraduate Marketing Association

September 2012 - May 2014

- Led a team of 8 in developing design skills with 3-5 pro-bono client projects per semester.
- Restructured internal meetings with co-director for stronger group dynamics, based on team feedback.