

Waverly Chao

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Human-centered designer, creative builder, and lateral thinker

Skills

Global stakeholder management
Program design
Product launch support
Workshop facilitation
Content creation
User research
Persona development

JIRA / Miro / Lucidchart
InDesign / Photoshop

Side hustles

Creative project manager for a fantasy-genre TV series pitch

✧* Up-and-coming [home decor blog](#) +°

Freelance facilitator for a 2 day Brainstorming workshop at Apple

Education

UC Berkeley
c/o 2016

B.S. in Environmental Economics & Policy

Experience

Global Program Manager / UberEats, Global CommOps

2019 - Present, San Francisco

- Lead the Support Automation program across Eats and Rides workstreams, driving **\$140MM** run rate in savings & **139 bps** CR reduction for Eats with CO PMs, ProdOps, RegOps, Regional CommOps, and Global Content (activities: lead XFN syncs, prioritize feature requests, support roadmap planning, align regional policies, launch XPs)
- Facilitate **10+** Eats product launches from design to rollout, creating support docs and educational comms to enable agent readiness for new product support issues across **4** megaregions (includes L@D contactless delivery & WDA in-app address change)
- Build playbooks to improve and document best practices for program design at scale, including structure for governance models, project trackers, impact dashboards and reports, launch processes, communications frameworks, and deck templates
- Craft user journey maps to identify pain points of POS-integrated Restaurants and create a more customer-centric support experience, improving inbound ticket triaging and reducing escalations by **2x**
- Partner with regional teams to translate customer support tickets into voice-of-customer insights, informing future product roadmaps and feature requests

Product Strategist / Wells Fargo Innovation

2017 - 2019, San Francisco

- Launched and marketed an internal events pilot to generate new partnership leads, drafting weekly email campaigns and curating content for “culture/trend briefings” and “train the trainer” events (ranging from **30+** in person, **500+** virtual)
- Led ideation [workshops](#) on the future of banking and partnered with UXR, design, and LOB leads to develop internal prototypes for future products, promoting company innovation and driving increased volume of patentable ideas
- Built a customer segmentation framework to better understand user behavior and prioritize the roadmap for a Paperless Statement program to drive cost savings, in collaboration with data, marketing, UXR, and LOB leads
- Supervised the work of **3** indirect reports in market research and stakeholder management and mentored **3** cohorts of interns

Design Strategist / Infosys Consulting

2016-2017, Bay Area

- Co-facilitated and led a **5** day Design Sprint workshop (activities: ethnographic interviews, persona development, creating brainstorm frameworks, low fidelity prototyping, and light user testing), leading to a larger future engagement with client
- Conducted user research on the new grad’s job search experience and led marketing initiatives targeted at college students, designing and launching an in-person [design-thinking recruitment event](#) at **2** campuses with improved candidate experiences, applicant selection, and brand sentiment

Generalist Marketing Intern / GAIA Environmental Nonprofit

2015-2016, Berkeley

- Designed promo materials and infographics for web, email, and social, increasing awareness of zero-waste initiatives and global environmental policies and events