

Waverly Chao

www.waverlychao.com

Experience

Innovation Strategist | Wells Fargo

2017 – Present

Design Strategy

- Facilitated 5+ design workshops to pinpoint cultural and operational pain points, develop customer journeys, and create user-centered experiences
- Led 4+ ideation sessions to develop concepts using cultural trends as a lenses, as part of our ideas to innovation product development cycle
- Conducted ethnographic interviews to understand user behavior and sentiment towards new concepts and to guide future product features

Business Strategy

- Developed growth and content strategy for net-new programming, with in-person events, digital channel marketing, and expansion to 3+ cities
- Hosted 16+ events in 2 quarters with companion content for email and text
- Facilitated efforts to establish, build, and implement enterprise-wise design principles and governance model across all channels

Visual Design

- Designed post-workshop reports, digital marketing assets, infographics, presentation decks, flyers, and internal website

Management Consultant | Infosys

2016 – 2017

Design Strategy

- Co-led a 5 day design sprint for an automotive client's executive IT team to co-create a human-centered, transformative roadmap
- Created "design-a-thons" as a new recruitment model at UC Berkeley and SJSU with a focus on candidates' skill-building and candidate selection

Visual Design

- Designed hi-fidelity mockups for a financial client's pilot mortgage tracker mobile app in collaboration with product development team
- Conducted user research, developed personas, created wireframes, and designed hi-fidelity mockups for a financial planning app proof of concept

Freelance Designer

2012 – Present

View my projects at: www.waverlychao.com

Marketing Intern | GAIA Environmental Nonprofit

2015 – 2016

- Managed Facebook group with an audience from 90+ countries, leading a campaign that increased average engagement by 2x
- Curated content and designed marketing materials for social media, website, blog, and email newsletter

Education

University of

California, Berkeley

B.S. Environmental
Economics & Policy

Deans Honors

4 semesters

GPA: 3.81

Skills

Visual Design

Photoshop

InDesign

Sketch

HTML/CSS

MURAL

Design Sprints

User research

Trend research

Ideation sessions

Workshop facilitation

Languages

Mandarin Chinese

Conversational