

Waverly Chao

waverlychao.com

Work Experience

Strategy Consultant | Wells Fargo Innovation Group

2017 – Present

Ideation Strategist

- Conducted qualitative market research to provide recommendations for the product roadmaps of 5+ Line of Business (LOB) Partners, including Small Business and Retail Banking
- Drove ethnographic interviews with 6 teams as part of a larger business process management initiative in partnership with product, strategy, and governance teams
- Led 6+ Design Thinking workshops with LOB Partners to facilitate future-thinking ideation and drive human-centered insights to meet changing customer expectations
- Partnered with marketing and product teams to create enterprise CX and design principles to improve consistency in design, brand, and messaging of banking products
- Created a new business assessment model to prioritize high-impact ideas for POCs and pilots

Innovation Program Marketing Manager

- Co-founded a monthly event series to grow internal awareness of the Innovation Group and create organization cultural change, scaling to 3 cities in 6 months (90+ in-person, 250+ digital)
- Designed and managed the production of all digital assets to promote events, including publicity materials, presentation decks, videos of technology demos, and email newsletters
- Mentored junior staff on collaboration methods and frameworks to build creative confidence

Management Consultant | Infosys Consulting

2016 – 2017

Digital Transformation

- Led a one week Design Thinking workshop to co-create a digital roadmap strategy with client
- 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 and marketing collateral

Freelance

2014 – Present

- Co-founder and Lead Designer of *Hungry Ghosts Club* zine and past designer for *Caliber Mag*
- Created marketing, publicity, and branding assets for local organizations

About Me

University of California, Berkeley

B.S. Environmental Economics & Policy

Deans Honors, 4 semesters

GPA: 3.81

Languages

Mandarin Chinese,

Conversational

Tools

InDesign

Photoshop

MURAL

HTML/CSS