

Waverly Chao

waverlychao.com

Work Experience

Product Innovation Strategist | Wells Fargo Innovation Lab

2018 – Present

Business Innovation

- Develop low-fidelity ideas into POCs for internal tools (internal partner portal, company-wide ideation platform) and retail banking products (interactive bank statements, mortgage chatbot)
- Eliminate process inefficiencies and improve overall partner engagement experience through conducting interviews, synthesizing feedback, and creating process maps and service blueprint
- Create and improve team's project pipeline prioritization process, including creating a decision making framework that integrates business objectives, user needs, tech feasibility, and risk
- Establish stakeholder alignment between product team, lines of business, and user researchers
- Design visualizations, decks, process flows, and reports to present to leadership team

Design Strategy

2017 – 2018

- Implement Design Thinking frameworks in ideation sessions to drive higher quality ideas with our LOB partners, co-facilitator of 2+ workshops
- Led "train the trainer" workshops to enable team with improved collaboration and brainstorm methods, co-facilitator of 3+ sessions
- Managed content curation, digital assets, and growth strategy for internal bi-weekly event series with trend briefings, app demos, and idea pitches
- Spoke at a series of internal events on collaboration, ideation, and brainstorming with audiences up to 30+ in-person and 700+ virtual

Strategic Design Business Analyst | Infosys Consulting

2016 – 2017

- Developed a financial health mobile app POC on a team of 3, activities included ethnographic interviews, persona development, wireframes, high-fidelity mockups, and light user testing
- Drove product design strategy for home mortgage mobile app UI (financial institution client)
- Led a one week DT workshop to create a digital-centric business roadmap (automotive client)
- Optimized our recruitment process by creating a "Design-a-thon" model that was more effective at identifying relevant candidates than traditional career fairs and websites

Management Intern | Macy's

2015

- Supported omnichannel initiatives for retail store operations (e.g. mobile app, in-store tech)
- Presented business case to senior managers on the importance and impact of building empathy with sales associates for behavioral change when implementing new training and tech

About Me

University of California, Berkeley

B.S. Environmental Economics & Policy

Dean's Honors, 4 semesters

GPA: 3.81

Languages

Mandarin Chinese,

Conversational

Tools

InDesign

Photoshop

Sketch

HTML/CSS

Figma

JIRA

Confluence

MURAL