

# Waverly Chao

waverlychao.com

## Work Experience

**Strategy Consultant** | Wells Fargo Innovation Group

2017 – Present

### *Innovation Program 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
- Coached a team of 5 interns to build creative confidence through weekly skill training sessions

### *Ideation Strategist*

- Partnered with marketing and product teams to create a set of enterprise CX and design principles to improve consistency in design, brand, and messaging of all banking products
- Drove qualitative market research to provide recommendations for the product roadmaps of 5+ Line of Business (LOB) Partners, including Small Business and Retail Banking
- Led 6 Design Thinking workshops with LOB Partners to facilitate future-thinking ideation and drive human-centered insights to meet changing customer expectations
- Created a new benchmarking framework to prioritize high-impact ideas for POC development and automate idea categorization process (10,000 ideas/year), reducing manual efforts by 33%

**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 Designer**

2014 – Present

- Lead Designer for the *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*

### **Strengthfinders**

Connectedness

Intellection

Strategic

Learner

Belief

(I'm an **ENFJ**!)

### **Tools**

InDesign

Photoshop

MURAL

Sketch

HTML/CSS