

Waverly Chao

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Human-centered designer, creative builder, and lateral thinker

Skills

Global stakeholder management
Program design
Project management
Product launch support
Workshop facilitation

Content creation
Persona development
InDesign / Photoshop

Side hustles

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

Visuals for a fantasy-genre TV series pitch

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, 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: governance roles and responsibilities, 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