

Steven Gao

Product + UI/UX Designer

A strong leader and collaborative team member

Taking initiative to design awesome experiences with unique visual identities

Projects

Quaver

UI/UX Design + Product Design | May - Sep 2019

Feature and visual revamp of indie rhythm game "Quaver"

- Worked within technical restraints of the existing game framework
- Designed the visual identity system including best practices and UI Library

Steam Redesign

UI/UX Design | Feb 2019

Personal project to redesign the Steam gaming client

- Improved feedback & discoverability by reorganizing information architecture
- Conducted user research (incl. interviews, observations) to refine solution

Experience

Enterprise UX Analyst

Maple Leaf Foods | Apr - Aug 2019

UX Research + Design internship at Maple Leaf Foods (MLF)

- Executed UX assessment including User Research, User Testing, and Heuristic Evaluations against 3rd party vendors
- Delivered comparative analysis report of vendor value propositions compared to the current platform
- Spearheaded digital transformation initiative to replace paper processes with user-friendly digital solutions
- Emphasized with users by hosting workshops and interviews to understand major paper use scenarios
- Collaborated with developers to introduce solutions to digitize incoming credit notes and automate data entry
 - Supported change management process to help employees transition from physical processes to the new digital solutions

Design Intern

Key Language Training | Apr - Aug 2017

Design + PM internship at Key Language Training (KLT)

- Led a team of designers and developers to redesign the company website
- Designed the style guide & visual assets for the website redesign project
- Designed a business proposal for Herschel Supply Co. as a potential client
- Automated follow-up emails by connecting HubSpot & JotForm with Zapier



stevengao.me

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Education

University of Waterloo

Global Business & Digital Arts

2016 - 2020 (Expected)

- UI/UX Design, Visual Design
- Business & Entrepreneurship

Awards

Dean's Honours List x5

2016 - 2019

KW Symphony Design Challenge

1st Place | 2017

Skills

Design:

Adobe Photoshop

Adobe InDesign

Adobe XD

InVision

Sketch

Figma

Code:

Processing (Java)

Javascript

HTML

CSS

Animation:

Adobe Premiere Pro

Adobe After Effects

Interests

Photography

Videography

Videogames

Traveling

Cuisine