




# Hi, I'm Zoe Kao

I'm a product designer based in San Francisco with 5 years of experience working in product strategies, interaction and visual design. I've designed in both mobile and desktop across technology, education and entertainment industries.

I thrive working between compact cross-functional teams with ambiguous problems. Currently leading a product design team at Lyte.

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## Education

**UC Berkeley** 2017 – 2018

Graduate certificate program in Strategic Brand Management and Global Business

**National Taiwan University of Science and Technology** 2012 – 2016

Bachelor of Arts (B.A.), Design and Visual Communications

## Tools I Use

Principle, After Effects, Figma, Sketch, Zeplin, Protopie, Webflow, Illustrator, Photoshop

## Experience

### Lyte

Lyte works with artists, festivals, venues and primary tickers like Coachella and Ticketmaster to eliminate scalping and fraud.

**Lead Experience Designer** Aug 2019 – Present

- Defined new product strategy and drove product research, received buy-ins, and led development.
- Partnered with cross-functional teams to arrive at best design solutions, as well as coming up with execution plans with business stakeholders and engineering.
- Delivered high-quality implementation on time for ticket presale.
- Defined key metrics with the data analyst to iterate on product effectively.
- Mentored designers on the team.

**Senior Designer** Jan 2018 - Aug 2019

- Delivered flows, prototypes, and hi-fi visuals for various features like: waitlist, instant buy, and transfer tickets.
- Worked cross-functionally with engineers, customer support, and marketing to unify email toolings, naming structure, and template variables.
- Established design culture through the brand guide.

### ChoXue

**Design Lead** Aug 2016 - Apr 2017

- Redesigned company brand and established a design-driven culture.
- Crafted pitch decks and story content for a successful fundraising round
- Led a design team of two to take charge of product research and development.

### Bassic

**Co-founder & Designer** Aug 2015 – Aug 2016

- Analyzed and crafted product value prop to received seed funding and built our capital in Shanghai
- Led brand development and formalized early user engagement.

### Ministry of Education

**Visual Designer** 2012 – 2015

- Designed visual identity for international conferences