

shuyu gao

research-driven user experience designer

<https://www.jadegao.design/>
shuyugao99@gmail.com
+1(651)235-0629

experience

User Experience Design Intern | Walmart

06/2020 - 08/2020, San Bruno, CA (Remote)

Designed a new service blueprint for Walmart Pay, Walmart's digital wallet service, to better serve and expand the current functionality under technical constraints. Prototyped key interfaces to identify new business opportunities.

Directly collaborated with the research lead to conduct a 20+ participants diary study and follow up interviews.

Visual Designer | University of Minnesota NSAC Team

09/2018 - 05/2019, Twin Cities, MN

Developed a full branding campaign for Wienerschnitzel by conducting market research to generate product insights, created personas and Day in Life based on findings, brainstormed creative strategies, sketched storyboards for video production, and designed print ads as well as other visual elements in the final book.

This campaign won The Best Creative Campaign and The Best Team Chemistry awards in 2019.

Instructional Design Graduate Assistant | Georgia Tech

10/2019 - 02/2020, Atlanta, GA

Designed educational slides for Georgia Tech's online master program, edited course videos, created course pages on Canvas, edX and Coursera to create interactive learning experiences for online learning communities.

Communication Assistant | Global Citizen Television

05/2017 - 07/2017, New York City, NY

Designed assets, wrote strategic content for company website, blog, and social media for promotion, conducted journalistic interviews, and collaborated with the production team during media production.

education

Georgia Institute of Technology

M.S. in **Digital Media** | GPA: 4.0 / 4.0

2019 - 2021

University of Minnesota

B.A. in Journalism | GPA: 3.67 / 4.0

2015 - 2019

skills

design

Figma, Sketch, Adobe XD, Axure
Photoshop, Illustrator, InDesign
Twine, Aframe, Blender
Storyboarding, Whiteboarding

research

Ethnographic Research
Competitive Analysis
Interview
Survey Design
Affinity Mapping
Persona Building
Usability Testing

code

HTML, CSS, Python
Javascript, p5.js

others

Premiere Pro, iMovie
Production Management