Iris Gao

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Experience

Meta
Product Designer

Jul 2021 - Ongoing
Menlo Park, CA

Key member of Meta Commerce team. Lead the design of Meta's e-commerce tools for Facebook and Instagram shops, with a focus on optimizing seller onboarding and adoption of Shops Ads, resulting in 6K active advertisers and $800M revenue L365.

Develop high-level strategies to support the growth and expansion of Meta's e-commerce business.

Facilitate the integration of Shopify into Meta's e-commerce tools, streamlining the onboarding process for Shopify merchants.

Zscaler
Sr. UX Designer

Jan 2019 - Jul 2021
San Jose, CA

Created interaction and visual design for SaaS analytics tools. Built CASB solution that is recognized as the only Leader in the 2020 Gartner SWG Magic Quadrant, driving 30% annual financial growth rate.

Developed a scalable and adaptable system that streamlines and stabilizes the customer experience by incorporating consistent UI components.

Intuit
Product Designer

Jun 2017 - Dec 2018
Mountain View, CA

Core member and contributor of QuickBooks Self-Employed design team, creating financial solutions for 2M users.

Spearheaded the design of the QuickBooks Self-Employed and TurboTax data integration, resulting in a seamless tax-filing process for small businesses.

Led the acquisition effort of QuickBooks Self-Employed for existing TurboTax users, achieving 25% YoY growth in monthly active users (MAU) for the platform.

Plug and Play
Visual Designer

Dec 2015 - Dec 2016
Sunnyvale, CA

Led the design of videos, posters, and monthly emails for key clients. Collaborated closely with the marketing and sales teams, producing high-quality materials that effectively demonstrated product features and benefits.

Presented design solutions and strategic recommendations to the CEO and high-value clients.

Education

Stanford University

Sep 2014 - Jun 2017 | Palo Alto, CA

MA, East Asian Studies

Peking University

Sep 2010 - Jul 2014 | Beijing, China

BA, Korean Studies; BA, Economics

Seoul National University

Aug 2012 - Feb 2013 | Seoul, Korea

Exchange Student

Skills

Design

Design Strategy, Interaction Design, Visual Design, Prototyping, Design System, 3D Modeling

Research

User Interview, Survey, User Journey Mapping, Usability Test, Heuristic Analysis, Competitive Analysis

Tools

Figma, Sketch, Illustrator, Photoshop, Principle, After Effects, Premiere, Origami, Framer, Blender

Language

English (Professional), Mandarin (Native), Korean (Professional)