

Kelly Mao

Product Designer & Creative Technologist

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Education

New York University 2024

BFA Interactive Media Arts &
Computer Science, 3.86 GPA

Relevant Courses

- UX Design
- Artificial Intelligence
- Design Fundamentals
- Physical Computing & Experimental Interfaces
- Interactive Computing

Skills

Design

Figma, Adobe CC (XD, Illustrator, Photoshop, InDesign, AfterEffects, Premiere Pro), Fusion360

UX Process

User Research, Wireframing, Prototyping, User Testing

Web Development

Bootstrap, React, Sass, Git, Heroku, p5.js, A-Frame AR/VR

Programming

HTML/CSS, JavaScript, Java, Python, C/C++

Experience

Nucleus Global | Creative Intern | Jun - Aug 2023

- Worked on client-based creative digital projects for the largest medical communications agency in the world
- Led end-to-end design of 11 touchscreens to showcase client's R&D pipeline at two conferences with 16K attendees
- Collaborated cross-functionally, leading the front-end design and development of an internal web app to track engagement metrics for clients at conferences
- Designed graphics and animations to promote Nucleus Global

NYU Tisch ITP | Product Designer | Oct - Dec 2022

- Worked with IT team to manage a redesign of my school department's site with 1000+ monthly visitors
- Conducted user research interviews and usability testing for a new networking/social hub feature

Tech@NYU | Senior Advisor | May 2022 - present

- Lead 20 board members in running NYU's largest tech club of 1000+ students, overseeing a 30% increase in membership
- Organize speaker events and office tours with companies including Google, Meta, Foursquare, StackOverflow, and GIPHY

Trader Joe's | Sign Artist | Jun - Aug 2021

- Created product signs with custom typography to reinforce brand identity and inform 15K customers per month

Projects

[NYPL Linkup](#) | Figma | Oct - Dec 2022

Case Study: An app concept for the New York Public Library to help patrons keep track of events and connect with communities

- Collaborated with two designers to conduct competitive analysis and user interviews with nine patrons and librarians
- Developed app's visual identity and led transition from low-fidelity wireframes to final interactive prototype

[NYU Course Search Redesign](#) | Figma | May 2022

Case Study: A personal redesign of NYU's course search website to address inefficiencies students face during course registration

- Conducted competitive analysis and user interviews
- Created a high-fidelity interactive prototype which improves information hierarchy and addresses user pain points, leading to 60% faster navigation across three screens