

Steven Gao

UI/UX Designer

stevengao.me

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Experience

Enterprise UX Analyst

Maple Leaf Foods | Apr - Aug 2019 (Internship)

- Executed **UX assessment** including User Research, User Testing, and Heuristic Evaluations against 3rd party vendors
- Designed **universal UX toolkit** to accelerate internal product development processes
- Created **user-friendly interfaces** as part of an internal digital transformation initiative to reduce and eliminate paper usage
- **Empathized with users** by hosting workshops and interviews to understand paper usage processes and how to digitize them
- Collaborated with **developers** to create an internal solution to digitize incoming credit notes using neural network OCR
 - Supported **change management process** to help employees transition from paper processes to the new digital solutions

PM + Design Intern

Key Language Training | Apr - Aug 2017

- Led an **internal team** of designers and developers to redesign the company website
- Created **style guide & visual assets** for the website redesign project, later used for other marketing materials
- Designed a **business proposal** to Herschel Supply Co.
- Automated **follow-up emails** using Zapier with HubSpot & JotForm

Education

University of Waterloo

Global Business & Digital Arts

2016 - 2020

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

Skills

Design:

Adobe Photoshop

Adobe InDesign

Adobe XD

InVision

Figma

Code:

Processing (Java)

Javascript (Basic)

HTML

CSS

Media:

Adobe Premiere Pro

Adobe After Effects

Awards

Dean's Honours List x5

2016 - 2019

Symphony Design Challenge

1st Place | 2017