HARRY CAO
Product Designer

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EXPERIENCE

Product Designer | Fiveable
Aug 2020 - Sep 2022 | Milwaukee, WI
- Launched 5+ core product features to 30K+ monthly active users, and worked closely with Head of Product to ensure the design followed the product roadmap
- Refined chat experience and initiated the Lock feature that contributed to 24.8% of account creation in 3 months
- Initiated and built a design system for the company's new branding application in collaboration with a branding agency in order to design efficiently for desktop/mobile web pages
- Built and maintained Fiveable marketing site (Webflow) and Ecommerce site (Shopify) leading to $600K+ sales
- Collaborated with the cross-functional team to redesign and build the AP website for 15M+ students and helped the company raise a Series A round of $10M (prior to the brand merge)

UI/UX Design Intern | PourMyBeer
Mar 2019 - Aug 2019 | Chicago, IL
- Restructured the website (Information Architecture) based on user research & usability tests with 71 participants. Increased the session duration by 5.35% and decreased the bounce rate of 1.24%
- Designed and built the landing page for a major contest. ~500 potential customers filled out the surveys on the webpage in 2 months and the conversion rate is 20.85%
- Launched and maintained the first online shop and created first mascot HOPPY
- Tracked and measured design decision using Google Analytics

Technology and Design Engineer | Flayyre
Mar 2019 - June 2020 | Chicago, IL
- Led competitive analysis, user research, UI/UX design and usability testing for P2P marketplace platform Flayyre
- Reported usability issues and limitations of past CMS platform based on heuristic evaluation and reported redesign proposal
- Designed new UI/UX from scratch and conducted usability tests iteratively. Assisted in replacing the CMS with React.js

UI/UX Designer & Web Developer | NCFZ
Jun 2018 - Sep 2018 | China
- Designed and built prototypes rapidly using Axure for Pegasus, an online presentation generator to help architects show their designs immediately
- Developed and deployed the website with PHP back-end developers

SKILLS & TOOLS

User Research
Personas / Scenarios
Data Analysis
Journey Mapping
Wireframing
Rapid Prototyping
User Interface Design
Visual / Graphic Design
Motion Design
Mobile Design
Usability Testing
A/B testing
Heatmap
UX Strategy
Lean / Agile UX
Figma / Sketch
Axure / Invision / XD
Google Analytics / Amplitude
Photoshop / Illustrator
HTML / CSS
JavaScript / jQuery
Bootstrap / React
MySQL / MongoDB
WordPress / Joomla!
Webflow / Shopify
Git

EDUCATION

Master of Science, Human-Computer Interaction
DePaul University
Sep 2018 - Jun 2020

AWARD

3rd Prize - 2014 IMSIA National Solar Building Design Competition and multiple awards for problem solving as a designer.