

Gloria Yunhan Gao, Product Designer

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LINKS

[LinkedIn](#), [Portfolio](#)

EMPLOYMENT HISTORY

- Nov 2023 — Present **Product Designer II, Financial Products, OKX** Hong Kong
- Analysed customer service inquiries and user behaviour data to identify existing pain points and inform product decisions
 - Designed end-to-end user journey from exploration to subscription for **40+ products and increased conversion by 10%**
 - Designed a centralised campaign experience for 10+ promotions, which drove a **39.56% increase in user growth and 48.78% in TVL growth**
 - Collaborated with stakeholders through workshops by aligning on the user pain point and project goals, **improving communication efficiency by 40%**
- Aug 2020 — Jul 2022 **Experience Consultant, IBM** Hong Kong
- Led the design of **500+ sub-pages** for three languages and **mobile and desktop views** using **Figma** for a global insurance brand
 - Led the BA design team of 3** to work with **developers** and **50+ product and content owners** over 5 sprints under **agile methodologies**
 - Conducted **user interviews** and designed **low to high fidelity wireframes** for an international automobile brand
 - Organised **two design thinking workshops** to help university students understand the iterative design process
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EDUCATION

- Sep 2022 — Sep 2023 **MSc in Human-Computer Interaction, University College London (UCL)** London
- MSc dissertation project **in collaboration with Google**
 - UX design project **published at CHI23 Student Design Competition** (30% acceptance rate globally)
 - Project-based training on **full-cycle user research methodologies** including interview, user flows, wireframes, user journeys, and user testing
- Sep 2015 — Jul 2019 **Bachelor of Electronic Engineering, Chinese University of Hong Kong** Hong Kong
- Major GPA: 3.92/4.00 (cGPA: 3.69/4.00); Graduated with **First Class Honor**
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VOLUNTEERING

- Apr 2023 — Present **UX Designer, Reach Volunteering** London
- Conducted thorough analysis of user journeys across multiple platforms, identifying key issues through user interviews and behavioral data.
 - Defined and implemented a modern visual style, designing cohesive design system components to enhance user experience.
 - Revamped critical user flows, including onboarding processes, dashboards, account management, search functionalities, and messaging systems.
 - Executed responsive web design practices to ensure optimal user experience across devices and screen sizes.
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SKILLS

User Interface Design	Competitive analysis
UX research	Figma
Wireframes and prototypes	Agile methodologies

LANGUAGES

English	Cantonese
Mandarin	