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**

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.

SKILLS

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

LANGUAGES

English	Cantonese
Mandarin	