| **SHA YAO** UX / PRODUCT DESIGNER **UX & Service Designer** / EXOS for Google MAY 2021 – DEC 2024 (SUNNYVALE, CA)- Conducted user research to identify opportunities for service efficiency improvements, synthesizing insights into actionable design strategies.- Developed service blueprints, wireframes, and interactive prototypes to communicate design concepts and optimize user journeys.- Partnered with cross-functional teams to ensure design solutions aligned with business goals and enhanced overall experience.**CEO & Product Designer** / EatwellJUL 2013 – PRESENT (SUNNYVALE, CA) - Designed products from concept to ﬁnal manufactured process including: user and market research, competitive analysis, sketches, prototypes, user testing, and 3D models. - Coordinated the supply chain, including manufacturers, packaging suppliers, and warehouses to create appealing and functional products within budget.- Launched products to the market successfully with distribution channels in 6 countries.  **UX Researcher & Designer** / TangibleJUL – AUG 2020 (STANFORD, CA)- Converged & defined the MVP for the first product launched. - Conducted user research and interviews to synthesize user insight, discovered user needs, and ideated potential solutions to optimizing the experience of users.**Lecturer** / Stanford UniversityMAR 2015 – MAR 2024 (STANFORD, CA)- Guest lectured Perspectives in Assistive Technology class.**UX Designer** / ScienceVRMAR 2018 – JUN 2019 (PALO ALTO, CA)- Designed immersive educational laboratory virtual reality gaming experiences with product teams including developers, researchers, and artists to translate abstract concepts into easy to comprehend visuals.- Moderated user studies to identify critical factors impacting product value and user experience. | [.sha-yao.com](http://www.sha.yao.com) [linkedin.com/in/shayao](http://linkedin.com/in/shayao) id.proudsha@gmail.com HONORS & AWARDS  “**Designed in California**”  **Exhibition** SFMOMA 2018 **A ‘Design Award Competition** Gold award 2017- **Golden Pin Design Award** Design Mark 2017 **25 Best Inventions of the Year** Time Magazine 2016  **40 Most Exciting Innovation**  **of the Year** TechInsider 2015 **Stanford Center on Longevity**  **Design Challenge**  1st Place 2014EDUCATION & CERTIFICATION **Springboard**  SEP 2019 – DEC 2020 (Online)  UX Design Career Track  **Academy of Art**  **University** AUG 2008 – MAY 2012 (San  Francisco) M.F.A., Industrial Design / Product Design SKILLS UI / UX design UX Research Industrial Design Service Design User Flows  Wireframing  Prototyping Usability Testing  Generative Engineering  Adobe Photoshop / Illustrator Figma |
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