| **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** / Eatwell JUL 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** / Tangible JUL – 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 University MAR 2015 – MAR 2024 (STANFORD, CA)  - Guest lectured Perspectives in Assistive Technology class.  **UX Designer** / ScienceVR MAR 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 2014  EDUCATION & CERTIFICATION **Springboard**   SEP 2019 – DEC 2020 (Online)   UX Design Career Track   **Academy of Art**  **University**AUG 2008 – MAY 2012 (SanFrancisco)  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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