

SHA YAO

UX / PRODUCT DESIGNER

sha-yao.com

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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 counties.

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

UX Designer / Netlink

NOV 2019 – JAN 2020 (SUNNYVALE, CA)

- Conducted qualitative user research: conducted 15+ interviews, surveys, analyzed and synthesized findings
- Created user flows, wireframes, user interface, mockups, and click-through prototypes to effectively communicate interaction and design ideas

Lecturer / Stanford University

MAR 2015 – MAR 2020 (STANFORD, CA)

- Guest lectured Perspectives in Assistive Technology class

UX/ Game Designer / ScienceVR

MAR 2018 – JUN 2019 (PALO ALTO, CA)

- Designed immersive educational 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

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

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
Sketching
Storyboarding
User flows
Wireframing
Prototyping
Usability testing
3D modeling