Bin Gao

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EDUCATION

BACHELOR OF INTERACTION DESIGN   **Anticipated Spring 2023**
Santa Monica College, Santa Monica, CA
GPA: 3.92

EXPERIENCE

Snapchat Greenview
Product Designer - Intern
07/25/2022- 08/09/2022
Snapchat Inc, Santa Monica, CA
• Created a new snap map for the user to access local environmental events easily.
• Guided an across-functional team as a project manager to ensure a consistent purpose and stay on task.
• Created 2D components for prototyping in Photoshop, Illustrator, and Canva.
• Designed High-fidelity prototype in Figma.

SMC Go App Redesign
UI/UX Designer - Intern
09/2020- 12/2020
Santa Monica College, Santa Monica, CA
• Redesigned an mobile application on iOS and Android for Santa Monica College.
• Conducted competitive analysis and user research to identify needs, pain points, and opportunities.
• Created native content on the app rather than redirecting links to other sites.
• Designed High-fidelity prototype in Figma.

ACADEMIC PROJECTS

Meow Wolf (Sponsor project)
UI/UX Designer
02/2022- 05/2022
Santa Monica College, Santa Monica, CA
• Created wearable technology Smart clothing that marries the digital with the physical world.
• Designed High-fidelity prototype in Figma.
• Further extended the content and storyline from the exhibit.
• Created marketing strategies to drive foot traffic to the exhibits and web traffic to the site.

Delta Airline Inflight Entertainment System
UI/UX Designer
09/2020- 12/2020
Santa Monica College, Santa Monica, CA
• Redesigned an Inflight Entertainment System (IFS).
• Conducted competitive analysis and user research to identify needs, pain points, and opportunities.
• Designed High-fidelity prototype in Figma.
• Implemented more visual elements such as iconography, typography and color.

SKILLS

Software: Figma/ Illustrator/ Photoshop/ InDesign/ After Effects/ HTML/CSS/ Javascript/ Blender/ Lens Studio

Design Methods: User research/ Heuristic Evaluation/ Competitive analysis/ SWOT analysis/ Card sorting/ Interview/ Journey map/ Persona/ Storyboard/ Brainstorming/ Wireframe/ Prototyping/ User testing

Languages:
Chinese, Mandrian(Native)/ English(Fluent)