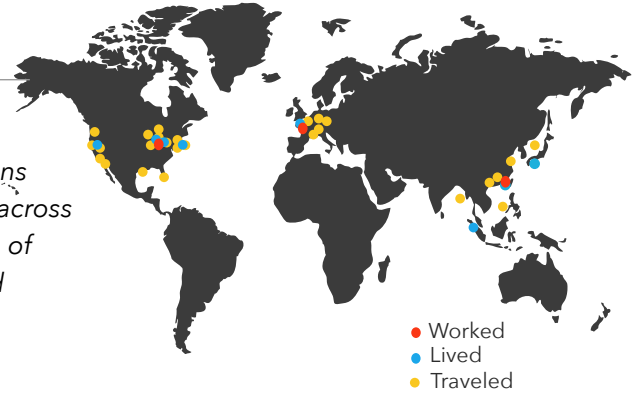


Kathleen Chao

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"I am a **Product Strategist** who drives both strategic and tactical solutions through the lens of human-centered design. Having worked and lived across 3 continents, I have a proven track record of working with diverse team of stakeholders, executing end-to-end product design, development, and implementation, often beyond just the digital experience!"



CURRENT

Day & Night Jobs

Experience Designer | BNY Mellon, Pershing | New York/New Jersey | since April 2018

- Lead integration design for both external clients and internal operations
- Design foundational changes on hierarchy and entitlement systems
- Enable product team members to conduct user-centric research
- Partner with various lines of business to enhance overall client experience

Co-Founder | Service Design Network NY Chapter | New York | since April 2018

- Host monthly events of experts speaking about Service Design practices
- Produce service safari programs with core team members of 10
- Grew from a team of 1 to a community of 2,000+ pax
- Won "The Most Excellent Event Organization" among 54 global chapters

Adjunct Professor | New York University | New York | since January 2021

- Design the first Service Design Innovation curriculum for the department
- Teach students design thinking mindset and work communication tactics

Capabilities

Product Strategy

Service Design

User Experience Design

Business Development

Community Engagements

Big Brothers Big Sisters (Mentor)

CONNECT (Mentor)

Design for America (Mentor)

Women's Initiatives Network (Volunteer)

Global Service Design Jam (Mentor)

PREVIOUS

Product, Service & Business Development Experiences

Service Design Lead | Credit Union x OpenIDEO | New York | 2017

- Created toolkit for local CUs to engage their "seniorpreneurial" clients
- Shortlisted among 134 entries to exclusively present in TH!NK conference

Design Researcher | NYU MakerSpace | New York | 2017

- Conducted qualitative research on space design for innovation
- Produced design interventions that enhanced collaboration experience

User Experience Design Intern | Fidelity Investments | Jersey City | 2017

- Designed brokerage, onboarding, and Millennial's financial products
- Developed user testing and design flow for voice-enabled technology

Global Product Manager | GKC | Taipei, Taiwan | 2012-2015

- Led 8 nutraceutical R&D while overseeing all firm-wide procurements
- Designed stock management model, resulting in 98% accuracy rate

Luxury Sales Professional | Montblanc | Chicago | 2011-2012

- Specialized in serving corporate clients and high net-worth customers
- Achieved top Midwest monthly sales within 3 months of employment

Education

New York University (M.S.)

Integrated Digital Media (M.S.), GPA 3.94

New York, NY, United States | 2016 – 2017

Copenhagen Institute of Interaction Design

Service Design, Design for Behavior & Impact

Copenhagen, Denmark | 2016

American InterContinental University

Trend Forecasting

London, United Kingdom | 2010

Waseda University

Japanese Language & Culture

Tokyo, Japan | 2008

Indiana University (B.S.)

Major: Apparel Merchandising

Minors: Japanese, Marketing

Bloomington, IN, United States | 2007 - 2011

Speaking Engagements

IxDA Singapore: "Design for Financial Services" (80+ pax)

DFA Leadership Summit: "Project Implementation Strategy" (30+ pax)

TH!NK CO-OP Conference: "Build Your Business with HCD" (200+ pax)

Certificates

Certified Scrum Product Owner

FINRA Security Industry Essentials

Bloomberg Market Concepts