Biheng Gao

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EDUCATION

Indiana University Bloomington   Bloomington, IN
Master of Science in Human Computer Interaction Design   Aug. 2023-Now

School of Visual Arts   New York, NY
Bachelor of Fine Arts in Design   Sep. 2017-May. 2021

PROFESSIONAL EXPERIENCE

Hyphenova   Hollywood, CA
UI/UX Designer   May. 2024-Jul. 2024

- Worked closely with product managers, marketing, and development teams to refine user stories for the company's app, implementing an AI chatbot and dashboard that improved feedback response time by 30% and enhanced data analysis for users
- Designed the company's design system, including typography, color, spacing, and components, ensuring visual consistency across all digital products
- Created website landing page, collaborating with front-end developers to make the site more interactive and intuitive, resulting in 1,200 new user registrations

Indiana University Bloomington   Bloomington, IN
Design Assistant   Feb. 2024-Now

- Designed and developed graduation forms and manuals for approximately 50 graduating students, while also collecting data on their post-graduation plans to assess the probability of employment
- Created the school's swag shop design, offering 8 product categories such as stickers, t-shirts, tote bags, and pins for graduating students and parents
- Assisted in the creation of promotional materials for the school's career services, contributing to a 12% increase in student engagement with job and internship opportunities

Blossom Kitchen and Bath Supply Corporation   Queens, NY
UI/UX Designer   Aug. 2021-Jun. 2022

- Led a 3-member team to create a 300-page interactive product catalog for 100+ products, distributing 3,000 copies to partner agencies for sales and marketing
- Collaborated with sales and marketing to gather feedback, conducting 15 online interviews and a survey of 320 users, and used the data to design improved sales materials
- Researched and analyzed guidelines of e-commerce platforms (e.g., Amazon, Wayfair) and competitor strategies to optimize product presentation, enhancing visibility and increasing monthly viewers by 1,500

DESIGN PROJECT

Salesforce Data privacy and AI   Bloomington, IN
Group Project   Jan. 2024-Apr. 2024

- Collaborated with 7 designers and 2 Salesforce mentors to enhance data privacy trust in educational setting
- Researched Salesforce AI products, with a focus on Slack AI. Conducted primary research on student perspectives and concerns about Slack AI and explored privacy regulations like GDPR and CCPA through secondary research
- Used the Black Mirror technique to envision negative scenarios and develop speculative design solutions to foster user trust. Employed the Wizard of Oz method to prototype and explore users' AI-related concerns

SKILLS

Design: UI/UX Design, Web Design, Storytelling, Prototyping, Visual Design, Design System, Wireframing, Information Architecture, Branding, Motion Graphics, Editorial Design
Research: Affinity Mapping, User Research, Competitive Analysis, Contextual Inquiry, Card Sorting, Surveys, Empathy Mapping, Use Cases, Surveying, Ideation, Design Thinking, Usability Testing
Tools: Figma, Adobe Creative Cloud, MS Office, Sketch, Canva, Miro, Slack, Asana, Monday.com