

Jacqueline Bao

jacquelinebao.com

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I believe great designs are created by translating human stories into usable experiences.

Skills

Design strategy
Human centered research
Service design
Scenarios and personas
User journey maps
Wireframes
Rapid prototyping
Visual design

Sketch
Axure
Omnigraffle
Photoshop
Illustrator
InDesign
Keynote
After Effects

HTML & CSS
Processing

Mandarin (conversational)

Awards

Hannah Arendt Thinking Award • Fall 2011

Essay on truth-telling in the digital age selected and presented at the Hannah Arendt conference.

Carnegie Mellon University Pittsburgh, PA

Master of Arts in Interaction Design GPA 3.87

May 2015

Bard College Annandale on Hudson, NY

Bachelors in Photography & Human Rights GPA 3.7

May 2011

Lead UX Designer • Five Four Group Los Angeles

Lead UX research and design process for first native mobile app to launch end of year and redesign of the e-commerce website.

Mar '17 - current

UX Designer • Ticketmaster Los Angeles

Contributed to UX for Artist Services team working with closely with development and managers including redesigning e-commerce registration & check out, campaign CMS tool, and TM VIP package site on mobile and desktop platforms. Aug '16 - Jan '17

UX Designer (Contract) • Managed Digital Los Angeles

Lead UX process on KB Home consumer facing app including producing service blueprint, user journey map, and Axure based prototype. Also contributed to Viking Cruise unification of Viking River and Ocean Cruise digital experiences. April '16 - Aug '16

UX Design Intern • Samsung Research America San Francisco

Worked on a multidisciplinary team to prototype TVs 1-3 years in the future. Responsibilities included designing new interaction paradigms, wireframing, user testing, and concept development.

Summer '15

Research Assistant • Carnegie Mellon University Pittsburgh

Supported three year research study on meta-cognitive learning. Evaluated data, synthesized results through Excel, and contributed to research publication. Aug '14 - May '15

Designer & Editorial Assistant • Magnum Foundation New York

Managed digital assets and produced photo essays for web. Designed and produced Magnum Foundation materials from print to digital. Concepted and executed Foundation's responsive website redesign. Aug '11 - Jun '13