

Chao Luo

Product Designer based in Bay Area
luochao0330@gmail.com
chaoluodesign.com

EDUCATION

Rochester Institute of Technology

2013.09 - 2016.12

MFA Visual Communication Design

Brunel University (London, UK)

2011.06 - 2012.09

MSc Integrated Product Design

Huafan University (Taiwan)

2010.09 - 2011.01

(Exchange Program) Industrial Design

University of Science and Technology Beijing

2007.09 - 2011.06

BSc Industrial Design

AWARDS & ACHIEVEMENTS

Finalist | Adobe Design Achievement Awards

Shortlist | 2018 Communication Arts

Project: ALPHABOT (2017)

Responsibility: MFA thesis project (Individual)

Silver | 21st Annual Communicator Award

Silver | W³ Award

Silver | Davey Award

Project: RIT Better Me Website (2015)

Responsibility: Web design

Exhibitor at Made in Brunel Exhibition

UX project "BuddyOn" at the exhibition (2012)

SKILLS & TOOLS

Visual design: Sketch, PS, AI, Procreate

Prototyping: Sketch, InVision, Axure

Motion graphics and video editing: AfterEffects,

Premiere Pro, Audition

Programming: HTML5+CSS, Javascript

EXPERIENCE

Senior Product Designer

2019.10 - now

18Birdies

- Lead the design process of both consumer App and enterprise product.
- Deeply involved in the entire product development process, from user research to testing and evaluation.
- Responsible for presenting design to stakeholder and communicating with other teams.

UX/UI Designer

2017.12 - 2019.09

18Birdies

- Worked on 18Birdies enterprise product for golf courses.
- Collaborated with users and business partners to inform and validate design choices.

Freelance Designer

2017.08 - 2017.11

Worked on design projects for clients including but not limit to:

NOMI Beauty

- Designed the online booking system. Worked on user journey, wireframes, UI design and style guide.
- Worked on marketing design include web banner, digital and print ads.

Technology Stacker

- Redesigned the Web-based app, including testing and user research, wireframe, visual design and prototype

UX/UI Designer

2016.02 - 2017.01

gjests

- Designed the web app and mobile app for this start-up company.
- Created promotional videos, instructional videos, and social media artworks. Attended BIZBASH Expo New York 2016 as the exhibitor.

Web Designer

2014.09 - 2015.12

RIT University Web Services

- Worked on website design for clients. Responsible for webpage layout, re-branding, photo retouch and interaction effects.

UI Designer

2013.01 - 2013.07

Logicdesign (Beijing)

- Designed two Windows 8 Apps for clients.
- Responsible for concepts, user flow, high-fidelity interface visual design.

Design Intern

2010.07 - 2010.08

Alibaba Group

- Responsible for user research and the data visualization video report.