



MARY SHAO

UI UX Designer

About Me

I am a seasoned UI UX designer with over a decade of experience. I focus on design leadership and end to end product innovation.

+1 401.286.2327

mary.shao99@gmail.com

linkedin.com/in/mary-shao

maryshao.com

Skills

Design:

Visual Design, User Flow, Wireframe, High Fidelity Mockup, Rapid Prototype, Design Standardization and Component Library, Usability Testing & Analysis

Business:

Product Management, Cross-Functional Team Management, Competitive Research, Business Plan Writing, Market Research, Pricing Strategy, Branding

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT 2018~2021

Master of Business Administration (M.B.A.) - Design & Tech Management, Marketing, and Entrepreneurship

Honors: Venture Accelerator Incubator Award, Anderson Product Innovation Challenge People's Choice Award

RHODE ISLAND SCHOOL OF DESIGN 2010~2014

B.A. Industrial Design, Graphic Design

Honors: 2nd place in A better World by Design Competition, Merit Scholarship Award, 4 Years Dean's List

WORK

Apple Senior UX Designer

SEPT 2022 - PRESENT, SEATTLE

I am the lead designer of Apple's AIML Data Operations. I design a suite of products for data collection, red teaming, data annotation, and performance management with the goal of improving efficiency and accuracy of AI training. My responsibility is to oversee the E2E product development from ideation to implementation.

With my joint background in design and business, I am responsible for defining the product requirements, cross-functional partner collaboration, product roadmap, engineering resource management, as well as defining the user experience of the product through user research, UX flow, wireframes, high fidelity mockups, prototyping, and engineering spec handover.

To adapt to a fast-pace development cycle, I have introduced re-usable design components and a flexible styleguide that works with the greater Apple design system and the unique use cases within my org.



Amazon UX Designer

SEPT 2019 - SEPT 2022, SEATTLE

I was the lead designer of a cross-functional team working on a next-generation, brand-specific, shopping assistant using machine learning and data analytics. I created product and feature proposals by conducting UX research, competitor analysis, and market research.

I was responsible for production specs, facilitating design reviews with product management and development teams. Working directly with brands and shoppers, I defined the product roadmap and feature priorities to ensure a timely MVP product release. I collaborated with both internal and external teams for product integration with the greater Amazon shopping experience. To communicate my vision, I frequently shared information via architectural flows, user personas, wireframes, high fidelity mockups, and prototypes.



Norton LifeLock UI UX Designer

JAN 2015 - SEPT 2019, LOS ANGELES

I led Norton's key products in mobile, desktop, and web platforms, as well as cross platform dashboard design by streamlining user experience and defining go-to-market strategy via usability testing and market research which resulted in Japanese partnership acquisition and 32% customer retention increase.

As the lead designer on the mobile platform, I managed a global, cross-functional team to define new onboarding, app rating, and call blocking experiences of Norton Mobile Security. This led to an all time high 4.7 app rating.

