

# Kathleen Chao

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"I'm a Service Design Practitioner who designs products, teaches design, and builds community. Having worked and lived across 3 continents, I have a proven track record of working with diverse team of stakeholders, executing end-to-end experience design from ideation to fruition, across all touch points!"

## Design, Teaching, and Community Experiences

**Service Design Consultant** | Chaos Idea Studio | New York | since August 2021

- Advise end-to-end product and design strategy through co-creation
- Coach human-centered design methodologies to non-design teams

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

- Lecture multiple Design Thinking courses in engineering department
- Launched the first Service Design Innovation curriculum for the school

**Nonprofit Co-Founder** | NYC Service Design Collective | New York | since April 2018

- Provide guidance to community leadership team
- Produced 58 monthly engagements of service design knowledge share
- Grew from a team of 1 to a community of 3,000+ pax

## Relevant Past Design Experiences

**Internal Tooling Design Strategy Consultant** | Meta | New York | 2021 - 2022

- Led product design strategy for internal developer tools
- Enabled engineering teams to co-create service blueprinting

**Digital Product Experience Lead** | BNY Mellon, Pershing | New York | 2018 - 2021

- Led a 0-1 integration platform design for business and technical users
- Partnered with various business lines to enhance overall client experience

**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

**E-commerce Product Strategist** | SugarTrends (HQ in Berlin) | New York | 2017

- Designed end-to-end shopping experience for English-speaking users
- Kickstarted 100 local small business partnership program in the U.S.

**Business Development Executive** | Montblanc | Chicago | 2011 - 2012

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

## Speaking Engagements

**SD Water Cooler Podcast:** Pilot Episode – "Friends at Workplace" (300+ pax)

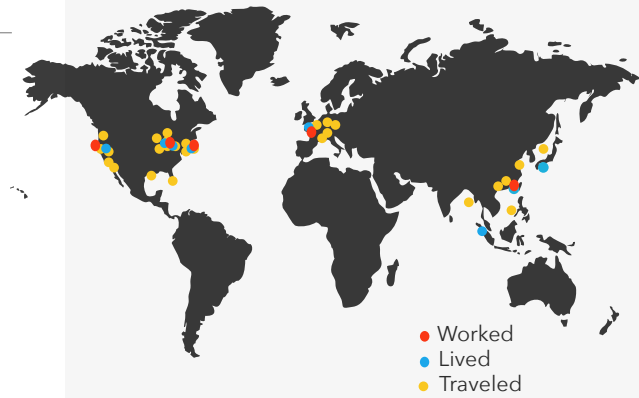
**SGN International Women's Day:** "Against the Odds" (60+ pax)

**NYU Abu Dhabi:** "How-to \_\_\_\_\_ as First Generation" (50+ pax)

**IxDA Singapore:** "Product Design in Highly Regulated Industry" (80+)

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

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



## Capabilities

Service Design

Product Strategy

Community Engagement

Experience Design

Business Development

## Industry Knowledge & Interests

B2B SaaS Software

Higher Education

Financial Services

Engineering Tools

Health Food Products

## Education

**New York University (M.S.)**

Integrated Digital Media, 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