

Kathleen Chao

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"I am a **Design Strategist** who drives human-centered design solutions for the holistic experiences. 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, development, and implementation often beyond just the digital touch points!"



CURRENT

Entrepreneurial & Teaching Life

Design Adjunct Professor | New York University | New York | since January 2021

- Lecture service design and design thinking in engineering department
- Designed the first Service Design Innovation curriculum for the school

Co-Founder | NYC Service Design Collective, a 501(c)(3) | New York | since April 2018

- Produce monthly engagements of design trend knowledge share
- Designed and ran service safari programs for local zoo and pizzeria
- Grew from a team of 1 to a community of 3,000+ pax

Consultant & Investor | Chaos Idea Studio | New York | since August 2015

- Facilitate workshops and give talks in various forums
- Work with clients from research, ideation, prototype, to implementation
- Advise and invest in early stage FemTech startups

PREVIOUS

Product, Service & Business Development Experiences

Experience Design Lead | BNY Mellon, Pershing | New York | 2018 - 2021

- Led integration design for both business and developer experiences
- Designed foundational changes on hierarchy and entitlement systems
- Coached product team members to conduct user-centric research
- 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 THINK conference

Design Researcher | NYU MakerSpace | New York | 2017

- Conducted qualitative research on space design for innovation
- Produced design interventions that enhanced collaboration experience

Global Product Manager | GKC | Taipei, Taiwan | 2012 - 2015

- Led 8 nutraceutical R&D while overseeing all international procurements
- Designed stock management model, resulting in 98% accuracy rate

Luxury Sales Professional | Montblanc | Chicago | 2011 - 2012

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

Speaking Engagements

IxDA Singapore: "Design for Financial Services" (80+ pax)

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

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

Capabilities

Product Strategy

Service Design

User Experience Design

Business Development

Community Engagements

CONNECT (Mentor)

Design for America (Mentor)

Women's Initiative Network (Volunteer)

User Experience Professional Assoc. (Volunteer)

Global Service Design Jam (Mentor)

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

Certificates

Certified Scrum Product Owner

FINRA Security Industry Essentials

Bloomberg Market Concepts