# Jenny Gao

jennygao.framer.website | linkedin.com/in/jennygao423 | eny12211995@gmail.com | +1 (678) 770-5079

## EDUCATION

**Georgia Institute of Technology** — Atlanta, GA
*M.S. Human-Computer Interaction (HCI)* — Expected May 2028
*B.A. Industrial Design, GPA 3.87* · Minor in International Business, Language, Culture — Aug. 2022 – May 2026

## PROFESSIONAL EXPERIENCE

**Controls Product Management Co-op** — Suwanee, GA
*Mitsubishi Electric Trane HVAC US* — Jan. 2026 – Sep. 2026

- Initiated cross-functional UX/UI collaboration by independently developing thermostat interface concepts, refining 20+ Figma wireframes to balance user needs and technical constraints.
- Consolidated 50+ technical specifications into a matrix of 100+ product capabilities, creating a shared reference across UX/UI, Marketing, and Product Controls teams.
- Developed 10+ competitive benchmarking frameworks and supported leadership's product transition strategy through 5-year sales and margin projections.

**Customer Representative** — Buford, GA
*Revolving Sushi Factory* — May 2025

- Reduced customer ordering time by 50% by identifying behavioral pain points and redesigning menu information architecture and visual hierarchy in Figma.
- Designed promotional graphics and social media assets to improve customer-facing communications during a period in which business ratings increased by 20%.

## RESEARCH & DESIGN PROJECTS

**Autodesk Community Help-Seeking** · Georgia Tech, Sponsored by Autodesk — Ongoing

- Led 5 contextual inquiries and contributed to research involving 20 intercept interviews and 40+ survey responses to investigate students' product-support behaviors.
- Synthesized 400+ research data points into 2 affinity maps and presented findings and a 5-app competitive benchmark to Autodesk stakeholders as the project advanced toward interactive prototyping.

**Improving Ephemeral Marketplace Interactions** · Georgia Tech — Jan. 2025 – May 2025

- Investigated buyer and seller experiences across 4 Atlanta markets through mixed-method research involving 31 interviews and 39 survey responses.
- Developed buyer and seller personas, journey maps, and storyboards, translating research findings into design opportunities focused on quality, community, and transparency.
- Explored 15+ concepts and evaluated a selected market stall prototype through 2 days of usability testing.

**Interactive Wayfinding Installation** · College of Design, Georgia Tech — Jan. 2024 – May 2024

- Investigated navigation challenges across a 4-level design building through field observations, 10 interviews, and 20+ survey responses.
- Translated research into personas and interaction concepts, contributing to the design and fabrication of a 6-ft interactive wayfinding installation with touchscreen and lighting, showcased to 500+ visitors at Launchpad.

**Néo: Responsive Textile Installation** · National University of Singapore (Study Abroad) — Aug. 2025 – Dec. 2025

- Identified residents' preferences for natural airflow and daylight through 3 interviews and field observations, informing an interactive nighttime installation.
- Led testing of 10+ fabric prototypes, selecting iridescent organza and fabricating a full-scale interactive textile installation showcased to 200+ visitors.

## SKILLS & CERTIFICATIONS

| | |
|---|---|
| **Qualitative** | Research planning, field studies, contextual inquiry, semi-structured interviews, usability testing, affinity mapping, personas, journey mapping, cognitive walkthroughs, hierarchical task analysis |
| **Quantitative** | Survey design (Qualtrics), A/B testing, competitive benchmarking, Excel data modeling |
| **Design & Code** | Figma, ProtoPie, Axure RP, Miro, Adobe Creative Suite, SolidWorks, Fusion 360, KeyShot; Arduino, Processing, Jython |
| **Certifications** | Atlassian Agile Project Mgmt., Aha! Product Mgmt., Microsoft Azure AI Essentials, Adobe Creative Suite (2026) |