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I'm an experienced, creative and enthusiastic complex problem solver who loves to be challenged, thrives on learning and embraces innovation to bring new ideas to life.

#### CORE COMPETECIES

Advance in Adobe Creative Suite: Photoshop, InDesign, AfterEffect, Illustrator, Cinema4D and Sketch • Intermediate in HTML and CSS • Basic JavaScript and ActionScript • User Interface design: PC, MAC and Mobile • Microsoft Project and Microsoft Office Suite • Familiar with print production processes and print management • Practice painting, ceramic, jewelry making and print making as hobbies • Fluent in English and Chinese

#### EXPERIENCE

### GOOGLE

INTERACTION DESIGNER III

MOUNTAIN VIEW, CALIFORNIA  
10.2014 - 07.2018

#### AdWords

Led the design for MCC (My client center) & Keywords

#### MCC Project X man

*Streamlined Account manager experience that is Linked to 85% of AdWords Revenue*

MCC provides capabilities for advertisers to manage cross-account performance and reporting. A manager account can support up to 6-levels nested hierarchies & 8000 accounts. This project was a complete overhaul of the accounts dashboard, also made it possible for large advertisers to view & manage cross-accounts campaigns for the first time. I drove the design to re-imagine the reporting system. By displaying the right level of information and controls, user can quickly perform configuration actions without redundant drill-down to account(s) and waiting long page loads.

I've led the design and drove a series of successful launches including:

- Brand new **Admin View** that enables advertisers to visualize the hierarchy of managed accounts. Introduced a robust pattern (first in Adwords) which allows unique selection on nested tables. Revamped the label management component cross account & campaign management. Advertisers can confidently make structural changes and modify hierarchy to meet their business needs.
- Designed the experience for advertisers with **Larger hierarchy** (5000+ nested accounts) to easily see stats without the long wait of page load. Supported phrased-solutions that lead to a successful multi-road map customer migration & turned down legacy infrastructure.
- Determining who has access at what level could be difficult and time consuming, due to that information fragmented across managed accounts. **User report** introduced features allowing user to view, bulk management and download report of user access within one's hierarchy in a single place. Advertisers have run this report across 72,000 managed accounts within the first week of launch.
- Reduced information complexity and improved latency by creating a new experience to **"Hide" accounts**. Advertisers now can easily hide or unhide "old", "inactive" accounts with a single click, and focus on their active workflows. Helped remove users' invented workflow of moving old / unused accounts to a sub-manager and label them as unused. One month into the launch, ~25% of AdWords revenue have been hidden ~155k accounts.
- Constructed an **interactive hierarchy visualization** that enables large advertisers like Coca-cola perform hierarchy management in a clickable, expandable UI in 2 weeks. Delivered designs for both full and light version to accommodate development phase. Project was well received during demo day, helped make a successful eng internship with him returned to google and worked on the project full time.
- Led the design of materialized MCC which set the groundwork for **MCC in AdWords Next (AWN)**. Worked closely with stakeholders to bucket pre & post AWN features. Challenged team to build solution allowing advertisers see accounts and their hierarchy in one place. Introduced expand/collapse all to reduce clicks when user need to expand sub-managers to see the hierarchy. Initiated testing on the new framework. Quotes from advertisers in user testing: "This will allow me see the big picture by putting things in perspective ", "really like the expand/collapse all feature, it will save me lots of clicks".
- Represented UX bit for MCC team during **AdWords Product Excellence Fixit week**, team had fixed 32 bugs with a score of 120 which set us far ahead from participating teams. Account linking escalations have dropped from ~230 per month to <100 per month, a 25% overall reduction in volume.
- **X-men improvements have contributed to ~16% increase in user engagement, and is seeing ~115k seven-day uniques representing and ~87% coverage of managed AdWords spend.**
- Peer bonus from L5 PM

## AdWords Next Keywords

*Enhanced Keywords Overall Experience which Impacts 90% of AdWords Campaign revenue*

Keywords creation & management is the core of search advertising in AdWords representing ~90% of Google's advertising revenue. With years of product evolution, the user experience of managing keywords became fragmented. Negative keywords and search terms were not discoverable as they were buried in zippy layers and dropdown. Additionally, keyword creation was inconsistent and behaved differently in various signup and campaign construction flows. As a result, this core experience became increasingly difficult to use. It became important to create a clean solution and product definition while maintaining parity with existing functionality and complex logic for Keywords in Next (AdWords Material design).

**I've led the design and drove a series of successful launches including:**

- Designed the new **keyword creation** experience. Introduced real time ad group estimate of impression & clicks to help user make better keywords decisions. Enhanced the experience of keyword suggestion by extending suggestion source to seed keywords, site, and url crawl. Introduced the concept on how keywords will be shown to the end-user based on different match types, also introduced hotkeys for match type insertion. The designs were tested multiple times to ensure the solution helps user make better keyword decisions without affecting Adwords search ads revenue.
- The streamlined process for managing **negative keywords** helps advertisers reach the most interested customers, reduce their costs, and increase return on investment. Convinced team to build solution that supports single, list and cross-accounts negative keywords management in one place. Worked cross team to finalized the new grouped-by feature - view negative entities by campaign or ad group, which was testing and approved.
- Improved the discoverability of search terms. Designed a lightweight solution allow advertiser quickly addition/exclusion of a **search term** and allow manual.
- Spot bonus from Bill Woodworth Design Manager

## Google Payments

*Led the design for Google payments internal tools*

Google Payments is responsible for money in and out of Google. Aside from monitoring usage, generating invoice and balancing ledger, Payments internal tools team is also responsible for developing and maintaining over 70+ tools, integrating with 55+ monetized & non-monetized Google products, servicing 480M customers and 10s thousand of internal user and vendors from Risk, Sanction, Money laundry, collection, finance, cash ops and etc that spanning across 234 countries & territories.

### Google Payments Tools CUJs

There are over 70+ tools, 40+ops teams working dependently or parallel serving Google customers. Managing or maintaining these tools, knowing/remembering which tool does what was extremely hard. I've created Payments internal tools CUJs to help reflect the evolving landscape of Payments product offerings. Also help existing team members and PM & Eng partners understand Payments internal tools ecosystem, and also identify gaps between tools and workflows.

### Google Orders Deprecation (Project ABBA)

*Created modular and component-based design system for 7000+ active user monthly and impacts 70% of Google revenue*

Google Orders supports Billing customer related requests & approvals, has ~7000 users spanning across 40+ teams (credit, Finance, Legal, etc), processed over millions requests & approvals which sum up to hundred million dollars, on a monthly basis. 80% of these require manual effort, which take an average of 5-15 mins to complete a review. Much of this time is spent on doing research in 3rd party tools or tracking down the right person to provide justification. System was originally developed by engineers with no UX support, and was due for overhaul for 4 years. Our goal was to revamp the system and migrate it to the new Payments platform, providing a brand new experience to integrators (Adwords, Youtube Ads, Google for Work, etc).

Project ABBA was the 1<sup>st</sup> suite of internal tools missioned to improve user experience as well as to be complaint with material design principles. I've led the design to re-image workflows & managements for both requestors and approvers (parallel & tiered), ensuring the experience is seamless between integrators, approval tools and other systems. The new experience offers metric driven task lists to help track current backlogged work & manage workloads, remove over-reliant to external resource with built-in automation & links, centralized document & notes panels to reduce scrolling, removes tedious process behavior such as copy & pasting, introduced side-by-side view for document comparison, reduce the clicks to process review to 2. **The new suite of tools improve productivity and operational efficiency and reduce time to complete a review by 40%.**

**Summary of key contributions and project impact**

- Given the scale of the project, I worked actively with cross-functionally (70+ Eng-PM-TPM-Ops) to understand the domain of unique workflows, distill requirements. Define, design, deliver hi-fi mockups to unblock engineering, also ensure the solutions will simplify the workflow for the ops team as well as addressing their pain points.
- Managed project scope & timelines, prioritizing work both for myself & others to ensure deliverables are standardized and consistent. Prioritized UX resources and drove the completion which resulted in integrator sign-off and unblocked implementation.
- Google orders migration is the first fully materialized suite of tools, I led the effort in creating, building and maintaining UI patterns and component library; discover, organize, record and communicate common design problems and solutions among xfn team and partner intergrators to ensure patterns would be shared across current and future internal tools.
- Speed of execution - In a short time of 4 ½ months, I led the design effort & drove UX deliverables to completion for:
  - **4 approval tools (Credit verification, Service agreement approval, Order approval and Billing modification)**
  - **1 requests status monitor & management workflow**
  - **1 service agreement template management tool**
  - **online click acceptance pattern**

- With the aggressive timeline, I was able to partner with researcher and PMs to conduct 6 credit analyst & 9 Finance Ops shadowing sessions to develop in-depth knowledge of workflows & pain points. Produced interactive or hi-fi prototypes to validate the design of credit verification & billing modification tool with 15 participants. The design was well received and gained user sign-off on the proposals.
- Spot bonus from Design Manager
- Peer bonus from Eng Director

## Terms Signup

### *Streamlined Terms Signup That Will Impact 70% of Google revenue for AdWords, Cloud and Multiple Business Platforms with Megablox*

Terms signup is highly complex, requires mass data collection and varies widely depending on product area (Adwords, youtube, Cloud & etc), corporate entities and currencies, also triggers multiple approvals. In order to set a customer up, one has to interact with multiple interfaces to complete the task. The project will allow migration from old infrastructure to new Payments stack, and remove friction between billing & product signup which minimizes the number of UIs one has to interface with.

I led the design to unify terms signup process for billing and provide solutions to help customers quickly onboard.

#### Summary of key contributions and project impact

- Actively collaborated with Eng-PM-Ops cross product area to develop in-depth knowledge of workflows & pain points.
- Quickly grasped the technical concept which includes customer creation, Invoice set up, service agreement and budget order creation cross products & countries. Eventually became one of the product experts, helping ramp up new UX & PM members.
- Convinced team to build solution to auto-track duplicated profiles during signup which will reduce work volume of Credit analysts.
- Drove solutions and requirements for the Tax info section for countries with unique data inquiry requirements
- Enhanced the experience of alternative language option for service agreement
- Designed an UI system that is scalable enough to support 41 unique use cases among 13 current and upcoming products. The new streamlined process consolidates multiple workflows into one, removing unnecessary steps from unique products (eg: google for work & cloud), offers auto-filled customer information, tracks duplicate profile inline, reduced clicks to select profile, invoice and contacts. By ensuring data collection accuracy and reduction the back-forth communications between requestor, sales and approvers, ops will be able to complete the task in a single workflow and reduce the average timespan of getting customers onboard from 2-4 days to 1-2 days and eventually lead to reduction of operational cost.
- Created html spec to support Eng implementation
- Created presentation deck to support integrators sign-off
- Spot bonus from PA

## Oracle to Google Billing Migration (O to J)

Starting 2008, the Payments team initiated the effort to bring billing functionalities in-house, removing the reliance of 3rd party tools. I've led the UX effort on this migration.

#### I've led the design and drove a series of successful launches including:

- "O to J" has been one of the critical migrations of the Payments team, one of the major functionality Oracle supports is Manual Invoice creation for products (Total 49 + future products). Before the migration the experience for Invoice Generation was mostly handled manually. User need to prepare data in a CSV, upload CSV to Oracle in preview mode, download the output from Oracle, compare output amount with the amount from original CSV line by line to track for errors. The same process will be performed again as a final mode to ensure accuracy. I've re-image the workflow of the **Manual Billing Tool** which optimized the experience for usage injection. It supports both single and bulk invoice generation. The new system will automatically validate errors (syntax, format and customer info) and return clear guidance on where & how to fix the errors. User will be able to upload files and review any errors in session. Removed the need for 4 eyes cross checking and ensuring data accuracy.
- **Billing modification tool** has the largest use case in billing internal tools systems. It takes about 1-2 weeks from the time a customer identifies an invoice is incorrect to the time the correct invoice is received. On an average, 5.1%(15,484) could be adjusted, leaving a hundred millions cash value in pending. Customers have no visibility to the status of an adjustment request. The process is all managed manually behind the scenes. I advocated the need for UX support to ensure user experience could be enhanced. The brand new experience is allowing requestor, approver and processor to be on the same pane of view, and real time data and status could be seen once updated. I've simplified the adjustment types and reduced them from 9 to 3; removed the friction of having user request billing modifications and rebills separately; adding error validation during request; allowing agents to make invoice adjustments inline and auto-process adjustments after approval, instead of manually downloading CSV files and re-upload adjusted files for approval. I've also designed 2 phases solutions to accommodate eng bandwidth & cost; ensured the new experience is compliant with Google material design principle and patterns. The new experience has expedited the resolution of a billing modification by 40%.
- Designed the brand new **Tax exemption request and approval** experience to allow both self-serve (external user) and terms customer (ICS user) request for tax exemption. Introduced new materialized workflow for the tax team to approve exemption cases more easily and efficiently.

## Tools launch consultation

Aside from ensuring major releases and migrations get enough dedication and coverage, the UX team also has set up time with Eng & PM to provide UX consultation & suggestions.

- Revamped CIT( Customer investigation tool) related customer experience.
- Materialized Reserved account balance tool
- Provided UX suggestion to Peeks tool (a tool to check customer's instrument and tax information.)
- Provided UX suggestion to Customer summary tool
- Improved experience for Controls tool (a tool allows agent to grant or block customer billing related actions)
- Provided UX consultation to brand new Billing reserve tool.

## Google Cases

### *Led the design to improve hardware and consumer experience*

Google Cases is responsible for the support experience between agents & Google customers. I've led the support wide okr on Gcon Hardware, Payments and YT related functionalities. Owned and maintained client relationships with Hardware & Payments integrators as Cases UX POC, ensuring agents have the right information at right when troubleshooting customers' issues, as well as successfully log issues back to product teams which will drive future optimization.

**I've led the design and drove a series of successful launches including:**

- Led the design effort on **Fi-migration**. This project was tailored to help migrating Fi supporting systems to Google stack and also make the whole experience compliant with google material principles. Convinced the eng team to build phases solution to accommodate aggressive timeline (1month) which led to successful migration without the experience being sub-optimal.
- Integrated with Play and Payments teams to allow App developers **partially refund** their bundle apps offering, remove the limitation of 1 to 1 mapping, where only full order can be refunded. I helped newly on-board PM bridge the gap between Play and Payments use cases to ensure there is no scope creep. Delivered solution ensuring patterns consistency across all Google products
- Collaborated with Hardware ops, gCon support and Google store designer & eng to delivered a solution allowing customer to quickly report and receive Google hardware repairs (**Same unit repair**). Created detail diagram flow to help cross PA members ramp up, align on taxonomy and reduce project development time.
- Delivered a simple solution for agents supporting customers with **Payment sign-in controls** set to their account. The solutions accommodate 3 main use cases and 5 edge cases ensuring the resolution of a customer and he/she could be happy transacting.
- Designed the workflow for **Phone buddy** allowing agents to troubleshoot customer requests coming from Google assistant.
- Designed a brand new solution to allow agents to trouble Google store customers with **gifting** issues.

## Contribution to ACUX (Ads & Commerce UX in Google)

- Collaborated with 4 UXers to define **Dialog component** of ACUX Material design and focused on the section of Dialog with tabs . The spec has been widely adopted by Ads & Commerce products
- **YouTube Templated Ads sprint** (ACUX Sprint week #3 2015) - Partner with 5 UXers, 1 researcher, 1Eng and 1program manager to sprint on solution to improve Ads quality for emerging market user with limited internet connection. The piece was priced "best in show".
- Lead designer on **Global buyer verification sprint** providing solutions to help credit agent auto-approve customer identity info and quickly on-board customers.
- Partner with PM, eng and designer to **sprint on "Case smart agent suggestions"** utilizing ML to provide a centralized place to help agent understand customer/case issue prior to or on initial contact, provide relevant information to assist agent in proactively resolving customer issue, reducing agent effort of manually looking for signals & building trust between customer, Google supports and integrators.
- Host a sprint as a **sprint master for Google listener** to provide solutions to inject ML to study customer feedback, and create trends and help google products evolve.

## CITRIX

PRODUCT DESIGNER

SANTA CLARA, CALIFORNIA  
07.2013 - 10.2014

### Xenmobile Unified Console

Designed the UI that enhance the user experience, helped achieve the user's goals and meet the functional and business requirements. Participated and contributed in all design phases including: research, create concept designs, create, review and provide feedback to wireframes, attain stakeholder's sign-off for designed mock-ups, provide final UI specs for the development team.

- Designed the unified experience of MDM and MAM solution to optimize Admins'everyday work flow.
- Created the visual tone and style for the next generation of Citrix Admin Console user interfaces across web, desktop and mobile platforms.
- Led visual designers on the team, providing art direction and project management.
- Responsible for creating, building and maintaining a UI pattern and component library. Discover, organize and record solutions to common design problems across the full set of consumer products, covering web, desktop and mobile patterns.
- Designed application and system tray icons that match corporate branding guidelines.
- QA the engineering build implementation and file visual design bugs.

### WorxStore

- Designed the user flow, wireframes and UX specification for WorxStore.
- Conceptualized and designed the user inter face for a web application that supports all mobile application.
- Providing visual solutions to enhance the interaction experience.

### Receiver X1

Design was demoed at Citrix Synergy 2014 on stage.

- Designed Hi-fidelity prototype for the new Receiver X1 (Enterprise App Store) which will replace the existing WorxHome, WorxStore and Receiver.
- Created experiences that enable enterprise users to customize their own app store.
- Enhanced the experience for user to install apps by providing buddle apps solution, and optimized nested category structure.

### **Citrix ER**

A solution that enables admin mobility and proactive troubleshooting, monitoring and reacting to critical alerts sent via email.

- Designed flows and wireframes for the mobile device.
- Delivered the final visual comps.
- Created campaign banners and videos to demo the app.

### **WorxVoice**

By utilizing voice recognition and voice command, we are providing our customer with a hands-free experience while you are on the go. Designed a framework that is in the form of SDK, it can be integrated with any app, especially with WorxMail and calendar.

- Research and design flows and wireframes for the mobile device.
- Develop campaign to present to the audience.

## **DESIGN REACTOR**

UI/UX DESIGNER

CAMPBELL, CALIFORNIA  
05.2012 - 06.2013

- User Interface Design, app development and presentations
- User experience, including needs assessment, storyboarding, wireframing, prototyping
- Web application (HP Discover, HP AMD Proliant Servers, Pega.com, Design Reactor, HP ESZ, CISCO EMEAR, HP GEM and Bluesnap)
- App Design (Google Engage, Lithium and SAP)
- Product Demo (Google Coordinate, HP IMC, HP Cloud, HP NRF and HP BYOD)
- Visual identity and Brand Strategy, including logo Design Development and repurposing and supporting collateral
- Layout Design (Pega white paper template, Design Reactor white Paper)
- Information Design
- Display Poster, Signage
- Icon Design

### **— EDUCATION**

#### **ACADEMY OF ART UNIVERSITY**

Master of Fine Art Degree in New Media & Interactive Design

SAN FRANCISCO, CALIFORNIA  
01.2008 - 12.2011

- Interactive Design, Web Design and Motion Graphic

#### **CALIFORNIA STATE UNIVERSITY OF LONG BEACH**

Bachelor of Fine Art Degree in Graphic Design

LONG BEACH, CALIFORNIA  
02.2003 - 06.2007

- Fine art foundation courses and Art History

### **— AWARDS**

#### **BEST OF SPRING SHOW 2011**

Academy of Art University New Media and Web Design

#### **2nd Place of Citrx Hackathon 2013**

Project - WorxNotes

#### **1st Place of Citrx Hackathon 2014**

Project - WorxVoice