

HELENA CAO

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310.804.5510

SKILLS

Design

Illustrator
Photoshop
InDesign

Development

HTML + CSS
Bootstrap
Javascript
jQuery

Product

User Research
Product analytics
SCRUM

AWARDS

MOST PROGRESSED HACK

Paypal Battlehack SF 2014

Built Givebox, a way to help the homeless by buying things on their wishlist and delivering it to the nearest Amazon Locker

WINNER OF \$20,000 GRANT

OCE Social Enterprise Student Competition 2013

Pitched Releaf Financial, a nonprofit organization offering banking, education and planning services catered to students

FIRST PLACE

Capital One Data Mining Cup 2013

Proposed a new statistical model to detect fraudulent transactions from 17,000 real transaction data

EXPERIENCE

JAN 2013 ONGOING **FREELANCE DESIGNER**

Worked closely with early start-up founders to improve branding, visual designs and user experience.

MAY 2014 DEC 2014 **LEAD DESIGNER**

Bayes Impact (YC S14 batch) | San Francisco, CA

Planned, designed and built the Bayes Impact website. Created graphics for newsletters, t-shirts and proposals.

JUL 2013 MAY 2014 **LEAD DESIGNER**

Piinpoint (YC W14 batch) | Sunnyvale, CA

Interviewed and worked with customers to understand their data needs. Designed and built multiple iterations of a mapped-based data analysis platform.

SEP 2013 DEC 2013 **PRODUCT MANAGEMENT INTERN**

Amplify Education | Brooklyn, NY

Analyzed customer calls to prioritize usability issues of the enrollment data uploader. Presented recommendations to improve user experience and reduce number of support calls.

MAY 2010 DEC 2013 **FOUNDING DIRECTOR**

Waterloo Banking Project | Waterloo, ON

Raised over \$170,000 in grant and donations. Conducted two studies on the financial situation of local students with over 1200 responses in total. Designed new financial education program in partnership with the university.

EDUCATION

SEP 2009 ONGOING **UNIVERSITY OF WATERLOO**

Bachelor of Mathematics

SEP 2009 ONGOING **WILFRID LAURIER UNIVERSITY**

Bachelor of Business Administration

SEP 2012 JAN 2013 **TSINGHUA UNIVERSITY**

Exchange student