

PRISCILLA MOK

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EDUCATION

Carnegie Mellon University

Pittsburgh, Pennsylvania

Master of Design, Interaction Design, Expected May 2013 (GPA: 4.16)

Thesis topic: Developing processes to develop and act on creative ideas

Brown University

Providence, Rhode Island

Bachelor of Science, Cognitive Neuroscience, May 2009 (GPA: 4.0)

EXPERIENCE

User Experience (UX) Design Intern

Google, Mountain View, California

May 2012 - August 2012

Supported the Google Apps team in the design of a new early-stage product. Assisted in UX research activities such as data collection and analysis. Instrumental in helping visually communicate research findings via posters and other material, which is part of a broader effort to make UX research more visible at Google.

Design Lead

The Plum Tree Group, Chicago, Illinois

September 2010 - July 2011

Managed a design team of six. Led the creative direction for all projects. Gathered and documented design requirements and communicated with clients. Created wireframes and prototypes. Designed interfaces and user experiences for key accounts.

Project Manager / Designer

The Plum Tree Group, Chicago, Illinois

March 2010 - September 2010

Delivered 20 Magento eCommerce websites and Flex applications for small to medium-sized businesses. Developed project plans and coordinated work with offshore teams in India, China and Pakistan. Redesigned websites and applications.

Content Writer

NogginLabs, Inc., Chicago, Illinois

July 2009 - March 2010

Wrote content for e-learning courses, games, and simulations for Fortune 500 companies. Designed the course structure and interactions in learning scenarios.

Research Assistant

Badre Lab for Cognitive Control and Memory, Providence, Rhode Island

January 2008 - May 2009

Designed an experiment investigating whether humans select tasks in a hierarchical manner. Recruited 45 participants. Learned MATLAB and statistical analysis software.

SKILLS

Design

Contextual Inquiry

Prototyping

Wireframing

Sketching and Storyboarding

User Interviews

Concept "Speed Dating"

Persona and Scenario Development

Design and Project Management

Video Editing and Animation

Technical

Illustrator, Dreamweaver, Photoshop,

InDesign, AfterEffects, Premiere, Flash,

Actionscript 3, HTML, CSS, Visio, Axure

RP, Balsamiq Mockups, Omnigraffle

HONORS

Best Product Concept

Microsoft Design Expo 2012

Champion

Interaction 12 Student Design Challenge

Magna Cum Laude with Honors

Brown University

Member

Phi Beta Kappa Academic Honor Society

Awardee

Brown University Undergraduate Teaching and

Research Award

ACTIVITIES

Interests

Road Cycling, Traveling, Video Games,

User Experience Book Club, Former Interaction

Design Association (IxDA) Chicago Local Leader

Languages

Fluent in English, Cantonese.

Basic proficiency in Mandarin Chinese and Spanish.