

# Miranda Chao

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## CONTACT

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## EDUCATION

Brown University  
Class of 2018  
BS Computer Science, Visual Arts

## DEVELOPMENT SKILLS

*Proficient in:*  
HTML/CSS, C#, Git, Python, Java,  
C++  
*Familiar with:*  
C, Javascript

## SOFTWARE EXPERTISE

*2D and painting:*  
Photoshop  
Illustrator  
Figma  
*3D and animation:*  
AfterEffects  
Maya  
Unity

## INTERESTS

*Video games and storytelling*  
Passionate about immersive digital experiences including video games, interactive fiction, and experimental animation  
*Art and illustration*  
Practicing digital artist  
Comics and storyboarding hobbies

## SUMMARY

I am a PM at Xbox and an indie game developer with a passion for interactive media and storytelling.

I've had the opportunity to create immersive narratives and experiences in many fields, and am continuously fascinated by the potential of digital spaces.

## EXPERIENCE

### Xbox PM II: 2021 - current

Project manager on the Game Publisher Experiences team managing Xbox storefront purchase experiences.

- ▶ Optimizing purchase flow experiences on cross-platform Xbox storefronts and leading E2E acquisition of PC Game Pass
- ▶ Supporting business partners and game publishers to run pricing campaigns on 1PP and 3PP games
- ▶ Working on new payment instruments for the Xbox ecosystem

### Microsoft PM II: 2018 - 2021

Project manager in the E+D organization focusing on experiences for templates and premium content in Microsoft 365.

- ▶ Guided initial design and UX concept ideation for M365 Designer, an AI-driven templates platform for independent content creators
- ▶ Led the feature release and upsell funnel optimization of a freemium templates model during the April 2020 re-branding of Office to Microsoft 365
- ▶ Previously worked on gamified interactive learning experiences within the Office help and support space

### Activision Blizzard UI/UX Intern: Summer 2018

UI/UX intern at Vicarious Visions, working on Destiny 2 to expose lore, collection completion, and player achievements in game UI.

- ▶ Examined game design techniques to ease integration of new players into hardcore gaming communities
- ▶ Designed and prototyped a user experience within Destiny 2 to focus on story, discovery, and completion incentives