



Yuxiang (Eric) GUO

Product Designer

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Professional Experiences

Conferency.com / Product Designer

Dec. 2017 - Sept. 2018 / Shenzhen, CHINA

- Conducted user research to construct user persona, user journey, and features prioritization
- Designed UX strategy and UI for Conferency Mobile App
- Conducted user testing to identify potential problems and iteratively improved usability

Ogilvy & Mather Advertising / Visual & Creative Intern

May - Sept. 2017 / Shenzhen, CHINA

- Designed website interfaces, direct-marketing emails, and social posts for various clients
- Creative planner for various projects

Project Experiences

Project in Progress:

Talk, The New Sex Education (CMU MHCI Capstone Project)

Design Lead

Jan. 2019 - Aug. 2019 (Expected) / Pittsburgh, PA

- Lead design activities with users, stakeholders & clients
- Developed Team Branding Materials
- Collaborated with research lead to conduct user research

STAY Magazine / Co-founder & Print Design Lead

May 2015 - May 2017 / Shenzhen, CHINA

- Lead an editorial design team to complete layout and creative design
- Magazines sold more than 4,000 copies
- Directed and planned a series of marketing events

Education

Carnegie Mellon University

Aug. 2018 - Aug. 2019

Master of Human-Computer Interaction (MHCI)

The Chinese University of Hong Kong, Shenzhen

Sept. 2014 - May 2018

B.B.A. in Marketing

Skills & Tools

Design:

Interaction/Visual Design
Web/Mobile Design
Print design
Service Design

Research:

Journey Mapping
Contextual Inquiry/Interview
Think Aloud
Heuristic Evaluation
Affinity Diagram

Prototyping:

Service Blueprint
Sketch/Figma/InVision
HTML & CSS & JavaScript
Principle