

Catherine Gui

www.catherinegui.com

Product designer and ex-digital marketer with 3+ years of experience working in software companies. Specialized in using analytics and data to drive business decisions and growth.

With the conjunction of my knowledge of human behaviour and analytical skills, I aim to solve complex products through design in order to create products and experiences that people actually want to use.

WORK EXPERIENCE

Freelance UX Designer

Self | May. 2019 - Present

- Conducted and synthesized user research, along with design strategy, wireframing, prototyping, and testing
- Projects include: SaaS products, websites, and mobile apps

ChompChompNow

Ideated and designed a mobile app to help people decide where to eat at with their friends and colleagues with preferences, filtering, and polling.

Retrofit Travel

Worked with a client to redesign their online e-commerce site / blog and rethink their business model through research based on what travellers do.

Invision Design System Manager

Conceptually redesigning InVision's Design System Manager tool in order to meet the needs of designers and developers in product teams.

Digital Marketing Specialist

Loopio | Jan. 2018 - Aug. 2019

- Worked with our graphic designer to create visually appealing and attention-grabbing advertising campaigns to generate 100s of leads within a span of 6 months
- Built and designed landing pages to generate additional leads at a 5% - 20% conversion rate
- Analyzed website performance using Google Analytics, and Hotjar and A/B tested to - leading to a 2% increase in conversion rate

Marketing Specialist

Neuranet | May 2016 - Dec. 2017

- Worked with designers to create advertising campaigns to generate a 252% growth in leads
- Worked with design & engineering to build product marketing campaigns (copy and creative) for promotional newsletters, advertising campaigns, and trial-to-paid nurture emails
- Built growth tactics to drive more customers through an automated 'Buy Now' payment process
- Collaborated with UX designers to build a tutorial walk-through within the product
- Used MS Excel and SQL to perform reporting on web metrics, product usage, and marketing performance

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Education

Designlab

UX Academy | 2019

- 6 month program
- Weekly group design critiques and 1-on-1 mentorship
- 3 capstone projects

Bitmaker

Data Analytics | 2018

- SQL and Tableau

University of Waterloo

Bachelors (Honours, Co-op) | 2015

- Chief Communications Officer, ACE Financial Services (2011-2012)
- Co-president, UW Entrepreneurship Society (2013-2014)

Tools

Sketch

Figma

Adobe Creative Suite

Invision, Marvel

Google Analytics

Kissmetrics

Hotjar

Unbounce

Skills

User Research

User Testing

UI Design

Branding & Graphic Design

Web & Product Analytics

HTML/CSS