

Catherine Gui

www.catherinegui.com

Product designer with digital marketing experience at software companies. I love using data and analytics to drive business decisions and growth.

EXPERIENCE

UX Designer (Part-time, Freelance Contract)

Productera | Feb. 2020 - Present

- Creating user flows, and wireframes based off of feature requirements
- Presenting design concepts and plans to clients and stakeholders
- Collaborating with a distributed, agile team on implementation

Freelance UX Designer

Self | May 2019 - Present

- Conducted and synthesized user research, along with design strategy, wireframing, prototyping, and testing

ChompChompNow

Ideating, a mobile app with a developer to help people decide where to eat. Working through weekly sprints to build a MVP.

Retrofit Travel

Redesigned a blog and e-commerce site. Helped the client with strategy through research based on travellers' behaviours and wants

Digital Marketing Specialist

Loopio | Jan. 2018 - Sept. 2019

- Made data-driven decisions to drive leads, sales, and ROI
- Designed and built landing pages to generate additional leads at a 5% - 20% conversion rate
- Ideated, and executed on paid advertising and holistic campaigns through copy, messaging, and targeting
- Worked with our designer to create attention-grabbing advertising campaigns (generated 100s of leads in 6 months)
- 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

- Created advertising campaigns with designers, generating a 252% growth in leads
- Built copy & creative with the product team for newsletters, advertising campaigns, and nurture emails
- 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 Immersive | 2019

- 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/JS