SAFEI GU

UX / UI Designer

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EDUCATION

University of California, Berkeley   Master of Information Management & Systems, GPA: 3.79/4   2015.08 - 2017.05
University of Michigan, Ann Arbor   Master of Architectural Design, 2015 Studio Citation Award   2012.08 - 2015.05

HONORS AWARDS

2016 CMYK Designathon	First Place, Best Illustration Award	2016.11
2015-2016 Big Ideas Contest at Berkeley	Finalist	2016.01
2015 AIA Huron Valley Student Annual Design Showcase	Studio Citation Jury Award	2015.03
Shenyang Liaoneng Senior Living Design Competition	First Place	2013.07
Fudan University Guanghua Scholarship	Top 6% Merit-Based Scholarship	2010.09

WORK EXPERIENCE

UX/UI Designer, Research Staff   International Computer Science Institute   @Berkeley, CA   2017.02 - Present
- Led the web design of AppCensus to visualize mobile apps' sensitive data collection from children
- Worked closely with engineers, PM and project owner from ideation to final product shipping
- Defined the information architecture and designed intuitive visualizations for various types of data
- Generated low and high fidelity mock-ups to assess usability and finalized the visual design

UX/UI Designer   Abeato.com, BuddyWatch   @Berkeley Innovation, Berkeley, CA   2015.09 - 2016.08
- Tackled high-quality UX solutions via contextual inquiries, A/B testings, and usability testings, etc.
- Led a four-people team to deliver UX design and visual design for Abeato's MVP iOS mobile App
- Delivered UX prototypes and worked with engineering and PM leads to define optimal design
- Reduced error rate by 40% through agile design iterations based on user research results

UX Design, User Research Intern   Sling Media   @Foster City, CA   2016.06 - 2016.09
- Led UX design on several highest-priority features for a key product MVP launch
- Created InVision and paper prototypes to assess interaction models and re-designed features
- Led and analyzed user research, including usability testings and user interviews, etc.
- Increased the usability task success rate by 50% and presented the results to senior leadership

UX Design Intern   UC Berkeley   @Berkeley, CA   2015.09 - 2016.05
- Led the UX design for an internal product management tool for CalCentral website
- Delivered designs to help 35K students keep track of and organize their notifications and tasks
- Directed UX research to improve the user experience; defined the website architecture

Design Intern   Gensler   @Shanghai   Top U.S. architectural design firm   2014.05 - 2014.08
- Worked together with PM, structural engineers and super-tall-tower facade engineers to design 3D spaces and the customer spatial experiences for retail, hotel, office, and clubhouse areas
- Modeled the aerodynamic parametric facade with Python and rendered the effect in Rhinoceros

RELEVANT SKILLS

Design
Mobile Design, Responsive Web Design, Visual Design, Motion Design, VR Design, UbiComp Design, Sketching, Rapid Prototyping, Hi-fi Prototyping, Storyboarding, Wireframing, Data Visualization, Smart Watch Design

Research
Contextual Inquiry, Heuristic Evaluation, Journey Map, Affinity Diagram, Usability Testing, Surveys, User Interview, Focus Group, Persona, Diary Study, Competitive Analysis, A/B Testing, Quantitative Analysis

Development / Prototyping
HTML, CSS, JavaScript, AJAX, jQuery, Bootstrap, Python, PHP, Unity, Processing, Framer.js, 3D Modeling. 3D Printing, Laser Cutting, Casting Concrete/Plaster/ Wax, Robotic Fabrication, Wood Milling, CNC Milling

Software
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, etc.), Sketch, Axure RP, InVision, Proto.io, OmniGraffle, Tableau, Balsamiq, Framer, Maya, Keynote, Office (Word, Excel, PowerPoint)