

George Gu

UX Designer & Researcher

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Ithaca, NY

Education

Cornell University *Ithaca, NY* Expected 05/2023
M.P.S. Information Science (User Experience) GPA: 4.06/4.30

University of Washington *Seattle, WA* 12/2021
B.S. Informatics (Human-Computer Interaction) GPA: 3.95/4.00
B.A. English (Language and Literature) GPA: 3.85/4.00

Relevant Experience

Xemelgo *Seattle, WA*

UI/UX Full-Time Contractor 01/2022 – 07/2022

UI/UX Design Intern 06/2021 – 12/2021

- Conducted research and designed smart manufacturing solutions for factories through sketching, wireframing, and prototyping.
- Re-established the UX ecosystem for the company by transferring design files from Sketch to Figma.
- Innovated and defined a new style guide that encompasses colors, icons, and specific text treatment to ensure design consistency.
- Refined the design iteratively through active feedback sessions from developers and customers.

MarketFly LLC *Los Angeles, CA*

Lead UI/UX Design Intern 03/2021 – 06/2021

- Co-led the design process for the web-based social media management app "MarketFly" by creating storyboards, sketches, low and high-fidelity prototypes using Figma.
- Delegated tasks among designers and co-worked with the product managers and developers in an agile environment to build consensus on both the user flow and functionalities.

NewPoint LLC *Redmond, WA*

Lead UI/UX Design Intern 09/2020 – 06/2021

- Built wireframes and user-experience components for the web application "Virtual Job Fair".
- Led design review sessions with the product manager and developers to ensure that the design successfully addresses all stakeholder's needs.
- Created user journey maps and information architecture diagrams for both student and recruiter views by developing at least 20 use cases and 2 user personas for each stakeholder.

Leadership

Cornell Computing & Information Science *Ithaca, NY*

Graduate Teaching Research Specialist 08/2022 – Present

- Facilitate a discussion section of 50 students, grade assignments and projects, and offer guidance and mentorship to the students through a course centered on the full cycle of the design process (HCI Design).
- Assist the instructor in cultivating a supportive, engaging, and fun learning environment for all students.

Dubshot Photography Club *Seattle, WA*

Co-founder, Vice President, Advisor, PR Coordinator 01/2018 – 12/2021

- Organized monthly fundraising events and raised \$500+ each time; led the Outreach team and won 3-5 new sponsorships per quarter.
- Hosted weekly officer meetings and organized a series of events such as, photography workshops, member gathering nights, LinkedIn photo shoot, etc.

Skills

Research

Survey

In-depth Interview

Focus Group Interview

Competitive Analysis

Design

User Persona

Wireframing

Prototyping

Storyboarding

Information Architecture

Branding

User Journey Mapping

Development

R-Studio

HTML/CSS

JavaScript

Vue.js

Java

SQL

React.js

Tools

Figma

Sketch

Balsamiq

Adobe Creative Suite

Miro

InVision

Marvel

Whimsical

Jira

UserTesting.com

Languages

English

Mandarin

Awards

Cum Laude

Dean's List

Annual Dean's List

Certificate of High Scholarship

Excellent TA Award