

# 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)

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