

# George Gu

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## EDUCATION

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### Cornell University

Ithaca, NY

Masters: Information Science (User Experience) GPA: 4.06/4.30

August 2022 – May 2023

### University of Washington

Seattle, WA

Bachelor of Science: Informatics GPA: 3.95/4.00

September 2017 – December 2021

Bachelor of Arts: English (Language and Literature) GPA: 3.85/4.00

Honors: Cum Laude, Dean's List, Annual Dean's List, Certificate of High Scholarship

## WORK EXPERIENCE

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### Xemelgo

Bellevue, WA

User Experience Designer, Front-end Team Lead

June 2023 – Present

- Collaborate with cross-functional teams to conceptualize and design intuitive user interfaces for web and mobile applications using Figma and Miro.
- Work closely with developers and project managers to ensure seamless implementation of design elements and user interactions.
- Delegate tasks to front-end team members, lead engineering sprint demos, and facilitate stand-ups to ensure alignment on progress and address blockers.

User Experience Design Contractor

January 2022 – July 2022

User Experience Design Intern

June 2021 – December 2021

- Conducted research and designed smart manufacturing solutions for factories using sketching, wireframing, and prototyping techniques.
- Streamlined the UX ecosystem by migrating design files from Sketch to Figma, improving collaboration and productivity within the team.
- Innovated and defined a cohesive style guide encompassing colors, icons, and specific text treatments to ensure design consistency across various projects.

### MarketFly, LLC (Puzzl)

Los Angeles, CA

Lead User Experience Design Intern

March 2021 – June 2021

- Co-led the design process for the web-based social media management app "MarketFly" by creating storyboards, sketches, and 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 (Smash!)

Redmond, WA

Lead User Experience Design Intern

September 2020 – June 2021

- Built Figma 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.

## ACADEMIC EXPERIENCE

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### Cornell University

Ithaca, NY

User Interface Designer, Researcher at Cornell DesignAI Research Lab

January 2023 – May 2023

- Designed and implemented a modern NLP-based chatbot using Whimsical, Figma, and React.js to educate young students on how to be an upstander against cyberbullying on social media.
- Conducted a comprehensive literature review on the operation and dialogue flow of educational chatbots, informing the design and functionality of the chatbot.

Graduate Teaching Research Specialist at Cornell Computing & Information Science

August 2022 – May 2023

- Courses: INFO 3450/5355 HCI Design, INFO 1300 Introductory Design and Programming for the Web
- Facilitated discussion sections of 50 students, fostering active engagement and participation.
- Graded assignments and projects, providing constructive feedback to students to support their learning.

## SKILLS AND LANGUAGES

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**Skills:** Figma, Sketch, Balsamiq, Adobe Creative Suite, Miro, Whimsical, InVision, Marvel, Jira, UserTesting.com, Tableau, Visual Studio Code, qualitative and quantitative user research, competitive analysis, user persona, prototyping, information architecture, branding, user journey mapping

**Languages:** English, Mandarin

**Computer Languages:** R-Studio, Java, Vue.js, HTML, CSS, JavaScript, React.js, SQL

**Hobbies:** Photography, tennis, badminton, marathon, blogging, piano, cooking