Sharon Gu

UX/UI Designer

👤 Profile

UX/UI designer with a background in branding and marketing. 3-year work and education experience in design and UX/UI skills. Experienced in making prototypes with Adobe Creative Suite to improve functionality of websites. Skilled in creative thinking and innovative solutions to improve customer experience. Fluent in English and Mandarin.

💼 Employment

Project Coordinator at Octa Stone Inc., Richmond B.C.
November 2019 — January 2021

- Arrange and distribute paychecks and invoices for 12 employees.
- Purchase construction supplies and materials with a total value of $120,000 per year.
- Coordinate with homeowners and stakeholders to assist with purchases and urgent inquiries.

Service Designer Co-op at BC Government Public Services, Victoria B.C.
January 2019 — April 2019

- Produced 20 user research reports to support development of Wire-frames, prototypes, and content models.
- Designed report layouts and logos, including the current logo for the Government Digital Experience Division library.
- Improved user experience of government websites using site maps and interview analysis.
- Facilitated 10 interviews to generate insight from diverse groups of stakeholders.

User Experience Researcher at Red Bull, Beijing China
July 2015 — July 2017

- Conducted product design research through questionnaires, qualitative interviews and quantitative surveys.
- Collaborated with a team of 10 to design bottle packaging for VOSS using Adobe Photoshop and Illustrator.
- Report to upper-management with reports of financial cost, risk management and competitor analysis.

🎓 Education

Master of Business Administration, University of Victoria
August 2017 — May 2019

Bachelor of translatology, Beijing International Studies University
September 2010 — July 2014

Portfolio

sharongu.com

Contact

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Links

LinkedIn

Behance

Dribbble

Tools

Adobe Illustrator

Adobe Photoshop

Adobe XD

Adobe InDesign

Adobe After Effects

Figma

Cinema 4D

Skills

Wire-frame

Personas

Web Design

Prototypes

User Flow

Information Architecture

Interaction Design

Usability Tests

Html/CSS