

# DARIS GUO

Portfolio: [darisguo.github.io](https://darisguo.github.io)

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## SKILLS

### DESIGN TOOLS

Figma

Sketch

Photoshop

Illustrator

Marvel

Invision

### DEVELOPMENT

HTML & CSS

Java

C++

### DATA ANALYSIS

R

Stata

Python

Google Analytics

### UX METHODS

Information Architecture

Competitive Analysis

Personas

Wireframing

Prototyping

User Interviews

Usability Tests

## EXPERIENCE

### LILITOFU, Freelance Web Designer

6/2017 - Present San Carlos, CA

- ▶ Leading UI/UX and designing the website from concept to production
- ▶ Working with and communicating with PM daily, gathering clear business requirements and delivering designs on time
- ▶ Working hands-on with development team daily, assisting with HTML/CSS to ensure accurate design implementation

### HEALTHERA, Freelance UX Designer

7/2017 - 9/2017 Remote

- ▶ Collaborated with another designer on the iOS and Android design of the app
- ▶ Worked closely with PM and engineers

### AMAZON, UX Research & Design Intern

6/2016 - 8/2016 Beijing, China

- ▶ Wireframed web pages for a major sales event
- ▶ Performed competitor analysis on six Chinese e-commerce sites regarding their promotion of mobile apps on the websites and mobile onboarding experience
- ▶ Performed need-finding and usability tests on mobile features.
- ▶ Worked with graphic designers to design ads based on analysis of performance data on cross-site advertising

## EDUCATION

### STANFORD UNIVERSITY

9/2015 - 9/2017 Stanford, CA

- ▶ M.A. East Asian Studies
- ▶ Courses: HCI Design, Digital Design Principles, Programming Methodology, Machine Learning

### CHINA FOREIGN AFFAIRS UNIVERSITY

9/2011 - 7/2015 Beijing, China

- ▶ B.A. English; International Trade & Economics