



Feifei Guo

UX/UI & Product Design

Website

feifeiguodesign.com

Contact

ffeiguog@gmail.com

585-752-3263

EDUCATION

Rochester Institute of Technology

May 2019

MFA in Visual Communication

Design-Interaction Design GPA: 3.76

Shanghai Jianqiao University

May 2016

BA in Communication Studies

AWARDS

Top Talent

2019 Adobe Design

Achievement Awards

Semifinals

2018 Adobe Design

Achievement Awards

Gold Medalist

2018 ICDE Graduate UX/UI

Design Competition

TOOLS

Sketch, Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe InDesign, Adobe XD, Balsamiq, Invision, Principle

EXPERIENCE

KAYAK

Product Designer

Cambridge, MA, July 2019

- Personalization & Apps
- Conduct user research and design for SEO SEM and marketing landing pages

StubHub, eBay

Product Design Intern

San Francisco, CA, Summer 2018

Created City Discovery pages provide an easy and inspiring way for users to discover what's happening in a city and plan their live event experiences through StubHub

Rochester Institute of Technology

Graduate Assistant

Rochester, NY, Sep 2018

Dive Social

Product Designer

Shanghai, China, Dec 2016 - Feb 2018

- Created conceptual models, user flows, information architecture, wireframes, interactive prototypes and UI mockups
- Designed both for iOS and Android platforms
- Evaluated new trends, new APIs, useful libraries and frameworks
- Designed promotional materials like T-shirts, posters, postcards, stickers, etc