Feifei Guo

UX/UI & Product Design

Website

fffei3.github.io

Contact

fffeiguo@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, Invison,
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