




FLORA GUO

 floraguo.ca
 in/floraguolr
 lrguo@uwaterloo.ca

EXPERIENCE

Product Designer | Ontario Digital Service

MAY 2021 - AUG 2021

Conducted **25+ usability tests** to design a user-centric cookie consent banner flow for **67 000+ Ontario.ca pages** with **300 million annual visits**

Led the **user research** and redesign of the Ontario Land Tribunal website to **upgrade information architecture** for **3000 monthly users**

Designed and executed a research plan to redesign the **COVID-19 Pharmacy Locator** page, aggregating over **900 pharmacies** for Ontarians

UX Designer | SeroTracker

MAY 2021 - present

Led **10+ user interviews** with **WHO** partners, public health researchers and policy makers to inform design decisions impacting **15 000 annual visitors**

Directly interfaced with developers to **implement and debug** new features prior to **conducting usability testing**

Leveraged **Google Analytics** to **define features and scope** of antibody tracking platform to inform health policy and vaccine development

PROJECTS

PocketPiggy Mobile App | Hack the North 2020++

JAN 2021

Spearheaded **product & visual design** of budgeting Android app

Created **user personas** and **wireframes** prior to **hi-fi Figma prototype**

Sentimo Mobile App | Personal Project

OCT 2020 - DEC 2020

Led the product design of Android **voice journal & mood tracker** using **Figma**

Won **best overall project** at UW Data Science Club showcase with **10+ teams**

COMMUNITY

Founding Designer | TechNova

JUN 2021 - AUG 2021

Mentorship Program Coordinator, DEI Lead | UW/UX

MAY 2021 - AUG 2021

SKILLS

Interaction Design

Product Thinking

Visual Design

Copywriting

Prototyping

TOOLKIT

Miro

Jira

Figma

Sketch

Notion

Google Analytics

Agile methodologies

DEVELOPMENT

HTML/CSS/JS, Bootstrap

Kotlin & Java (Android)

C#, C++

EDUCATION

University of Waterloo
2020-2025 (anticipated)

Candidate for BAsC in
Biomedical Engineering

AWARDS

1st Place, 2019 UBC Physics
Olympics (700+ competitors)

1st Place, 2019 KPU Science
Challenge (400+ competitors)

High School **Valedictorian**
(400+ grads)