

MENGRAN GUO

UX Designer

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Hi, there! Crafting products with intuitive and holistic experience is my passion for career. If you are looking for a self-motivated UX Designer with solid design skills, research ability, programming skills and entrepreneurship spirit. I will be an ideal candidate :)

EXPERIENCE & PROJECTS

Feb. 2017 -
Sep. 2017

RESEARCHLINE UX design intern @Amsterdam, ELSEVIER

A digital solution enhances mentor-student communication in e-Mentoring

- Created **personas** and a **customer journey** map based on user insights generated from user interviews
- Iterative **UX/UI design** from low-fi wireframes to pixel-perfect design
- Created interactive prototypes using **FramerJS**
- Conducted **qualitative user testings** which suggested an improvement in efficiency of communication between two parties
- Created two videos to introduce the concept and demonstrate the **user flow**
- Wrote two **project theses** as the first author

Sep. 2015 -
June. 2016

FABBY UX designer & Front-end programmer @Paris, Entrepreneurship project

A website service designed for educational family activities in collaboration with the local fab lab

- Worked closely with developers and market specialists.
- Conducted user interviews and created the **customer journey map** accordingly.
- **UX/UI design** of the website
- Developed the **MVP website** based on Bootstrap
- Held a **workshop** and tested the MVP at LOREM Fab Lab and earned 15 euro from the first customer

Sep. 2016 -
Feb. 2017

AIRPLAY User researcher & Designer @Enschede, School project

An interactive playground game encourages asthmatic children to do more physical activities

- Conducted user interviews to identify the pain points of users.
- Designed the **game mechanics** and the **user flow**.
- Conducted two rounds of **user testing**.
- The test results suggested the game improved children's engagement and physical activity.

Nov. 2015 -
Feb. 2016

ROOMESCAPE Game designer & Video producer @Paris, School project

An AR-based Room Escape game

- Designed the **game mechanics** and user interactions.
- Crafted the **game props**
- Created **game story video**

SKILLS

User-centered Design

Persona and storyboard/
Wireframing/ Prototyping/ Design thinking/ Data visualization

Adobe suites/ Sketch/ InVision/
FramerJS/ Principle/ Figma/
Keynote/ proto.io

User Research

User Interview /Participatory design/
Survey/ Design workshop / Usability testing / A/B Test

Computer Science

html/css/Javascript/Bootstrap/
Processing/ Unity/ LeapMotion/Java/
Artificial Intelligence

Animation

Motion Design

Entrepreneurship

Business Model/ Customer Acquisition

Language

English: Fluent
Mandarin: Native
French: Basic

EDUCATION

Univerisity of Twente

University of Paris

M.S. in HCID
Minor in Entrepreneurship
Excellent Scholarship

Beijing University of Posts and Telecommunications

B.S. in Telecommunication
Engineering with Management
Excellent Graduate

Sep. 2015 -
Nov. 2017

Sep. 2011 -
July. 2015