Yanwen Guo

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Work Experience

User Experience Researcher | *08/2012-04/2014*
Baidu Online Network Technology (Beijing) Co.Ltd.
- Lead online surveys to collect users' feedback information.
- Conducted in-depth interviews to identify requirements from users who are in Egypt, Brazil, Thailand and other countries.
- Analyzed back-end data to find trends in use demand.
- Executed usability testing to pinpoint key design improvements.

User Experience Research Assistant | *06/2011-08/2011*
Alibaba Group Holding Limited
- Participated in a research program for an advertising platform, which included conducting user interviews and usability testing, as well as learning relevant new research skills.
- Collected case studies on Internet marketing and made proposals based on new ideas for product promotion.

User Experience Freelance | *05/2014-08/2014*
- Introduced research methods to Hujiang (China's Largest E-school).
- Conducted several researches on students and trained employees to develop user interview focus groups, usability testing, questionnaire.

Course Projects

Interaction Design | *10/2014-11/2014*
Redesign Canvas's Discussion and Group Module
- Conducted research works, including competitive analysis, user interviews and surveys.
- Designed new interfaces for discussion and group modules according to the result from research.

User Experience Research & Design | *03/2012-06/2012*
Forp Management Platform (OA Software)
- Conducted research and redesigned the software interface.
- Completed a graduation thesis based on this program.

Product Design | *03/2011-06/2011*
Driving Assistance Device for Disabled Person
- Invited some disabled drivers to test some pre-existing devices.
- Collected feedback from disabled persons and improved some functions with a new model.

Education

M.S. information Science
The University of Texas at Austin
Focus: HCI, Interaction Design, UX Research, Data Analysis.
08/2014- 05/2016(expected)

B.S. Industrial Design
Xi'an Jiaotong University
Focus: UX Design, UX research, Product Design, Graphic Design.
09/2008- 07/2012

Skills

HCI Methods
Mood boards
Storyboarding
Card Sorting
Competitive analysis
User Interviews
Usability Testing
Heuristic Evaluation
Focus Groups
Questionnaire (SPSS)
A/B test

Design Tools
Axure RP
Balsamiq
Justinmind Prototyper
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Microsoft Office

Programming
HTML,CSS
Python
MySQL

Languages
English
Mandarin Chinese