



Julie Guo

Experience

CelerX Product Designer

2020/4 - Present

Directly collaborated with CEO and Engineer team to prototype, design, and deliver the UI and UX experience and a lean design process: research, design test, and iterate.

- Project 1: Blockchain Web
 - Leading the design of blockchain product flow from start to end.
 - Creation & Maintenance of design library alongside teammate.
 - Optimize design styles and processes based on community feedback.
- Project 2: Cash Clash APP
 - Cash Clash Games is your one-stop-app to winning real prizes!
 - Overall: Lead the design of our new feature flow start to end.
 - Retention/Deposit: Lead the design of our program for different user circles.
 - Referrals: Lead growth initiatives design solution to drive users to share more organic installs.

1Cloud UI Designer

2018/6 - 2020/1

Responsible for product design and animation design. Include: iOS Android Mini program Web platform.

- Project 1: SIGO APP
 - Sigo is a live chat with people worldwide App. Collecting user feedback, update product features, optimize interface, and improve user experience and make design solutions.
- Project 2: yinyueka Wins/PC
 - This project provides multi-platform for users.
 - Update product functions, optimize interface, collect user feedback, improve user experience.

MyMM UI Designer

2016/10 - 2018/5

MyMM is a leading mobile fashion eCommerce platform seed invested by dominant retail industry players: Wharf Group; Lane Crawford. Our mission is to deliver the best end2end consumer experience for premium and luxury brands.

- Responsible for product UI design, participate in user research and analysis.
- Update and iterate the new feature of the product according to the feedback of user research.

Info

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Education

Jiangnan University
Digital Media Technology

Skills

Tools:

Sketch
Adobe Suite
Figma
HTML/CSS
Git/Github
Invision
Abstract
Principle
Framer

Design:

Design Thinking
Motion Graphics
Interaction Design
Design systems
Competitive Analysis
Rapid Prototyping