

# Kim Guo

kim.guo@uwaterloo.ca · (416) 856-6225 · linkedin.com/in/kbrqin · github.com/kbrqin · kimguo.xyz

## Technical Skills

---

**Design tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Blender

**Languages:** Python, C++, C, C#, Java, Kotlin, R, HTML, CSS, PHP, JavaScript, TypeScript, SQL, Swift, Go, Shell Script

**Libraries/Frameworks:** React, React Native, Angular, Flask, MongoDB, BeautifulSoup, Streamlit, scikit-learn

**Other Tools:** Docker, Git, Postman API, Jupyter Notebook, REST APIs, Unity, Power BI

## Experience

---

### Web Designer + Front-End Developer

May 2024 - August 2024

Universus Media Group

Markham, ON

- Reduced **bounce rate** by **18%** by implementing **responsive design** in web page components across all devices and platforms using **CSS media queries**, **HTML**, **JavaScript**, and **PHP**.
- Improved **user satisfaction scores** by **13%** by effectively managing **stakeholder expectations** and **alignment** during the **scoping** process, focusing on enhancing **key features** and **deliverables** of an internal website redesign.
- Increased **post reach** by **20%** for clients by developing marketing posts and redesigning **brand guidelines** with a stronger emphasis on **visual appeal** and **engagement**, utilizing **Figma**, **Adobe Creative Cloud**, and **Canva**.

### Design Director

November 2023 - Present

Hack the 6ix Organizing Team

Toronto, ON

- Designed **landing page and dashboard UI/UX** for hackathon hosting **2,000+** applicants and **500+** hackers annually.
- Boosted **conversion rate** by **65%** for the hackathon landing page by conducting **UX research** through **interviews**, **card sorting**, and **A/B testing**, and redesigning key **UI components** for **CTA effectiveness**.
- Reduced **drop-off rate** for hacker applications by **18%** by **simplifying** the application process, **reducing visual distractions**, and improving the **visual design elements** for the hacker dashboard pages using **Figma**.
- Improved **customer satisfaction rate** by **36%** through designing hackathon merchandise and marketing graphics.

### Web Design Lead (Design Co-Lead)

August 2023 - Present

UWaterloo Computer Science Club

Waterloo, ON

- Achieved **5,000+ monthly visits** by leading the **UI/UX redesign** for the Class Profile website initiative through setting clear **project objectives**, pinpointing **essential features**, and developing the **design system**.
- Enhanced the **scalability** and **maintainability** of **10+ web pages** by creating wireframes and prototypes with **reusable design system components** on **Figma**.
- Achieved **WCAG compliance** by refining **UI components** via conducting **design reviews** and **iterative feedback**.
- Increased **task completion rate** by **34%** by refining **site navigation** and enhancing **visual design** through **UX interviews** and **A/B testing**.
- Boosted event attendance rate by **48%** through **increasing visual interest** of marketing post designs using **Figma**.
- Strengthened **merchandise engagement rate** by **21%** through **surveys** for preferred **designs** and **swag items**.

## Projects

---

### Pizza Studio [TechNova 2024 Winner] ↗ | TypeScript, React Native, Python, Flask, MongoDB, AWS, OpenAI, Hume AI ++

- Developed a mobile application featuring **audio recording** and **alert-sending** capabilities to combat domestic violence while disguised as a pizza ordering app, using a **React Native front-end** and a **Python Flask back-end**.
- Designed an intuitive user interface that guides intended users seamlessly while **disguising the interface as a pizza delivery app** to protect users from potential threats using **Figma** and the React Native **Tamagui** icon library.

## Education

---

### University of Waterloo

September 2023 — April 2028

Honours Bachelor of Computer Science

Waterloo, ON

- Relevant Coursework: Object-Oriented Software Development (C++), Logic and Computation, Task Automation, Test Suite Development, Linear Algebra, Probability and Statistics, Data Analysis, Time Series Data Visualization.