Kim Guo

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

Technical Skills

Languages: Python, C++, C, C#, Java, R, HTML, CSS, PHP, JavaScript, TypeScript, SQL, Excel, MATLAB, Shell Script
Libraries/Frameworks: React, Angular, Flask, Numpy, pandas, Matplotlib, Streamlit, BeautifulSoup, scikit-learn
Design tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CAD Software (Blender)
Others: Unity, Power BI, WordPress, Git, Jupyter Notebook, Postman API, REST APIs, FTP server and web hosting

Experience

Universus Media Group   **May 2024 - August 2024**
Web Designer + Developer   *Markham, ON*
- Created **responsive UI/UX designs** for **5+** websites using **Figma**, **Adobe Photoshop**, and **Adobe Illustrator**, and developed them using custom **HTML**, **CSS**, **JavaScript**, and **PHP** on **WordPress**, increasing web engagement for various clients/partners, including Honda, CarRX, and Special Olympics Ontario.
- Handled **website deployment** via **FTP**, ensuring efficient transitions and proactive web maintenance for reliability.

Hack the 6ix (Organizing Team)   **November 2023 - Present**
Design Director   *Toronto, ON*
- Conducted comprehensive **UX research** (techniques including **interviews**, **card sorting**, **A/B testing**) to gain actionable insights, leading to improved user engagement with the hackathon landing page.
- Utilized **Figma to** design the 2024 hackathon **landing page** and **dashboard pages**, which included **2 distinct design themes** for each phase of the hackathon application process, and **customized design improvements** for the navigation bar, home, application, and schedule pages to optimize the user experience with the dashboard.
- Spearheaded **swag design** (stickers, t-shirts) and created **6+ marketing graphics**, reinforcing branding consistency.

UWaterloo Computer Science Club   **August 2023 - Present**
Web Design Lead (Design Co-Lead)   *Waterloo, ON*
- Led a team of 8 designers in the **UI/UX design** of the 2024 Class Profile, a faculty-wide website initiative presenting an aggregation of survey data about each year's graduating Computer Science class.
- Utilized **Figma** to engage in design projects, creating **20+ marketing posts** to boost club event engagement.
- Managed the design and procurement of club swag items across **3+ cycles**, strengthening branding and outreach.

Projects

re:wind ↗ | *HTML, CSS, React.js, Python, Flask, PostgreSQL, Google Cloud API, Cohere API, Figma, Aseprite*
- Implemented **AI processing** to create a web-based application using **React.js** and **Flask,** using **Cohere AI** to automatically edit and add sound effects to an uploaded video before saving it to an in-app database.
- Deployed **Flask back-end** and managed the **front-end**, **back-end**, and **PostgreSQL database integrations**.

Skinhance ↗ | *Python, Jupyter Notebook, pandas, scikit-learn, BeautifulSoup, Streamlit*
- Used **Python BeautifulSoup** and **requests** to web scrape product sites from YesStyle (skincare e-commerce website) to create a **database** of **350+** skincare products and develop a **machine learning powered** skincare **recommender system** recommending products of similar benefits and ingredients.
- Implemented a **KNN algorithm** involving **cosine similarity** to compare product and ingredient similarities and integrated a feature to customize how many recommendations to produce.

Education

University of Waterloo   **September 2023 — April 2028**
Honours Bachelor of Computer Science   *Waterloo, ON*
- Coursework in object-oriented programming (C++), logic and computation, data structures, script automation, developing test suites, statistical techniques, data analysis and visualization.