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, 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, Figma, Adobe Creative Cloud

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.

Design Director   **November 2023 - Present**
Hack the 6ix Organizing Team   *Toronto, ON*
- Designed **landing page and dashboard UI/UX** for hackathon, which hosts **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**.

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** through 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**.

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**.
- Assessed risk level by transcribing the recordings, processing them to detect emotions, and determining the risk level using **OpenAI**, **Hume AI**, and **Deepgram AI**, and automated sending alerts based on risk level using **Twilio**.

re:wind ↗ | *HTML, CSS, React.js, Python, Flask, PostgreSQL, Google Cloud API, Cohere API, Figma, Aseprite*
- Built a **machine learning powered** video editing web application using **React.js**, **Python Flask**, and **Cohere AI**.
- **Automated sound effect insertion** by using **Google Cloud audio transcription** and **training a Cohere AI** for emotion analysis to accurately identify timestamps to insert sound effects.
- Developed a **REST API** to streamline **data processing** and manage **client-server communication**, ensuring efficient **data storage** and **retrieval** from a **PostgreSQL** database.

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.