





SAFEI GU

UX Designer

 faygu.com

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 734-604-2946

EDUCATION

University of California, Berkeley Master of Information Management & Systems (HCI & Design) 2015.08 – 2017.05

University of Michigan, Taubman College (Ann Arbor) Architectural Design 2012.08 – 2015.05

Won the Studio Citation Jury Award at 2015 AIA Huron Valley Student Showcase Exhibition with fellow students

HONORS/

2015-2016 Big Ideas Contest at Berkeley Finalist (ongoing contest) 2016.01

AWARDS/

2015 AIA Huron Valley Student Showcase Design Competition Studio Citation Jury Award 2015.03

Shenyang Liaoneng Senior Living Design Competition First Place 2013.07

Fudan University Guanghua Scholarship Top 6% scholarship 2010.09

Fudan Univ. Astronomical Photography Competition Second Prize 2010.05

2010 Shanghai Expo Long-term volunteer Honor of Expo Star as excellent volunteer 2010.06

WORK

UC Berkeley, Student Information Systems **UX Designer** @Berkeley 2015.09 – Now

EXPERIENCE

Led the UX management project of card organization for the integrated entire CalCentral website;

Designed the user experience, mapped the subpages of the CalCentral website.

Berkeley Innovation **UX Designer/Researcher** @Berkeley 2015.09 – Now

Tackling high-quality user experience solutions through user researches for local businesses;

Currently working on a mobile application design for a safe travel startup in the Bay Area.

Perkins Eastman Architects **Design Intern** @Shanghai 2013.05 – 2013.08

Shenyang Liaoning senior living master plan, Competition Winner with colleague teammates

Participated in the preliminary conceptual master plan.

100% Design Development for Avenues/RDFZ; Tianquanhu senior living, residential schematic design

Gensler **Design Intern** @Shanghai Top U.S. architectural design firm 2014.05 – 2014.08

Fengxian Cultural Center, Master Planning phase, Shanghai, China

Participated in the parametric facade design and rendering, the master planning phase.

Qianhai Shimao Financial Center (300-meter Tower), SD & DD phases, Shenzhen, China

Designed plans for retail, hotel, office, clubhouse zones; participated in the design computation of its facade.

Unilever, China Headquarter **Marketing Intern for Brand Development** @Shanghai 2011.03 – 2011.07

Conducted consumer insight research and related new brand R&D coordination;

Mapped competitive information as SKU and price, helped to calculate the competitive market share;

Advertisement and package design coordination; project budget tracking and control.

RELEVANT

SKILLS

Design Mobile design, website design, smart watch design, ubiquitous computing design, rapid prototyping, interface/visual design, Hi-fi prototyping, storyboarding, sketching, wireframing, digital painting

Research Contextual inquiry, heuristic evaluation, interaction map, journey map, affinity diagram, usability testing, surveys, interview, focus group, persona, diary study, user enactment, competitive analysis.

Development HTML, CSS, JavaScript, jQuery, Bootstrap, PHP, Processing, Python, 3D modeling, etc.

Software Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Sketch, Axure RP, AutoCAD, OmniGraffle, digital rendering, V-ray, SPSS, Final Cut Pro, Rhinoceros, Maya, Google SketchUp.

Prototyping 3D printing, laser cutting, robotic fabrication, CNC milling, wood milling, Casting concrete/plaster/wax

Language English, Chinese (Mandarin, Shanghainese), Entry level of Japanese.