





# SAFEI GU

UX Designer/Researcher

 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.