



# SAFEI GU

Product Designer / Manager



safeigu.com



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734-604-2946

## EDUCATION

<b>University of California, Berkeley</b>	Master of Information Management & Systems	2015.08 – 2017.05
<b>University of Michigan, Taubman College</b>	(Ann Arbor) Master of Architecture	2012.08 – 2015.05
Won the Studio Citation Jury Award at 2015 AIA Huron Valley Student Showcase Exhibition with fellow students		

## HONORS/

<b>Fudan University Guanghua Scholarship</b>	Top 6% scholarship	2010.09
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## AWARDS/

<b>Shenyang Liaoneng Senior Living Design Competition</b>	First Place	2013.07
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## ACTIVITIES/

<b>2015 AIA Huron Valley Student Showcase Design Competition</b>	Studio Citation Jury Award	2015.03
<b>Fudan Univ. Astronomical Photography Competition</b>	Second Prize	2010.05
<b>Columbia University, China Youth Development Program Scholarship</b>		2010.12
<b>2010 Shanghai Expo Long-term volunteer</b>	Won the honor of Expo Star as excellent volunteer	2010.06

## WORK

<b>UC Berkeley, Student Information Systems</b>	<b>UX Designer</b>	<b>@Berkeley</b>	2015.09 – Now
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## 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.

<b>Berkeley Innovation</b>	<b>UX Designer/Researcher</b>	<b>@Berkeley</b>	2015.09 – Now
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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.

<b>Perkins Eastman Architects</b>	<b>Design Intern</b>	<b>@Shanghai</b>	2013.05 – 2013.08
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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

<b>Gensler</b>	<b>Design Intern</b>	<b>@Shanghai</b>	Top U.S. architectural design firm	2014.05 – 2014.08
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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.

<b>Unilever, China Headquarter</b>	<b>Marketing Intern for Brand Development</b>	<b>@Shanghai</b>	2011.03 – 2011.07
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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.

<b>Roland Berger Strategy Consultants</b>	<b>Associate Consultant</b>	<b>@Shanghai</b>	2010.12 – 2011.03
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Supported an international strategy project on global market entrance as the only intern  
in Shanghai Office; Conducted interviews, market researches, and data integration;  
Analyzed financial data through annual reports; calculated CAGR, asset and inventory turnover.

## RELEVANT

## SKILLS

<b>Design</b>	Mobile design, website design, smart watch design, ubiquitous computing design, rapid prototyping, Hi-fi prototyping, storyboarding, sketching, wireframing, product/interaction/interface/visual design, architecture design, painting, digital painting
<b>Research</b>	Contextual inquiry, heuristic evaluation, interaction map, journey map, affinity diagram, usability testing, surveys, interview, focus group, persona, diary study, user enactment, competitive analysis.
<b>Development</b>	Python, HTML, 3D modeling, CSS, JavaScript, jQuery, Bootstrap, PHP, Processing, VB, etc.
<b>Software</b>	Axure RP, AutoCAD, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), digital rendering, OmniGraffle, Sketch, V-ray, SPSS, Final Cut Pro, Rhinoceros, Maya, Google SketchUp.
<b>Prototyping</b>	3D printing, laser cutting, robotic fabrication, CNC milling, wood milling, Casting concrete/plaster/wax