SAFEI GU

UX Designer / Researcher

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EDUCATION

University of California, Berkeley   Master of Information Management & Systems (HCI & Design)   2015.08 - 2017.05
University of Michigan, Ann Arbor   Architectural Design   2012.08 - 2015.05
Won the Studio Citation Jury Award at 2015 AIA Student Showcase Exhibition with fellow students

HONORS AWARDS

2015-2016 Big Ideas Contest at Berkeley	Finalist (ongoing contest)	2016.01
2015 AIA Huron Valley Student Showcase Design Contest	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	Expo Star as excellent volunteer	2010.06

WORK EXPERIENCE

Berkeley Innovation   UX Designer/Researcher   @Berkeley   2015.09 - Present
Tackling high-quality UX solutions through user researches for local businesses;
Currently working on a mobile application design for a local safe travel startup.

UC Berkeley, Student Information Systems   UX Designer   @Berkeley   2015.09 - 2016.01
Delivered designs to improve 35,000 students' use of CalCentral website;
Led the UX management project of card organization for the website;
Designed the user experience, mapped the subpages of the CalCentral website.

Perkins Eastman Architects   Design Intern   @Shanghai   2013.05 - 2013.08
Shenyang Liaoning senior living master plan, Competition Winner with colleagues
Participated in the preliminary conceptual master plan.
100% Design Development for Avenues; Tianquanhu senior living, 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:
Designed plans for retail, hotel, office, and clubhouse; facade design computation.

Unilever, China Headquarter   **Product Intern for Brand Development**   @Shanghai   2011.03 - 2011.07
Conducted consumer insight research and coordinated new brand R&D;
Mapped competitive information as SKU and price, helped to calculate the market share;
Advertisement and package design coordination; project budget tracking and control.

RELEVANT SKILLS

Design
Mobile Design, Web Design, Smart Watch Design, Visual UI Design, Ubiquitous Computing Design, Sketch, Rapid Prototyping, Hi-fi Prototyping, Storyboarding, Digital Painting, Wireframing

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

Prototyping
3D Printing, Laser Cutting, Casting Concrete/Plaster/Wax, Robotic Fabrication, Wood Milling, CNC Milling

Research
Contextual Inquiry, Heuristic Evaluation, Interaction Map, Journey Map, Affinity Diagram, Usability Testing, Surveys, User Interview, Focus Group, Persona, Diary Study, User Enactment, Competitive Analysis

Software
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Sketch, Axure RP, AutoCAD, OmniGraffle, Digital Rendering, Framer, Final Cut Pro, Rhinoceros, V-Ray, Maya, Google SketchUp, Keynote, SPSS Microsoft Office (Word, Excel, PowerPoint, etc.)