



SAFEI GU

UX Designer / Interaction Designer



safeigu.com



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734-604-2946

EDUCATION

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

University of Michigan, Taubman College (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/

Fudan University Guanghua Scholarship Top 6% scholarship 2010.09

AWARDS/

Shenyang Liaoneng Senior Living Design Competition First Place 2013.07

ACTIVITIES/

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

Fudan Univ. Astronomical Photography Competition Second Prize 2010.05

Columbia University, China Youth Development Program Scholarship 2010.12

2010 Shanghai Expo Long-term volunteer Won the honor of Expo Star as excellent volunteer 2010.06

WORK

UC Berkeley, Student Information Systems **UX Design Intern** @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.

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.

McKinsey & Co. Participant in the consulting workshop @New York 2011.01

Led my group to analyze profit case; Analyzed new market entry case;

The workshop mainly covered strategic consulting & marketing research.

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.

Roland Berger Strategy Consultants **Associate Consultant** @Shanghai 2010.12 – 2011.03

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

Design	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
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	Python, HTML, CSS, JavaScript, Swift, Bootstrap, PHP, MySQL, Processing, VB, RhinoScript for Rhinoceros.
Software	Axure, AutoCAD, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), digital rendering, OmniGraffle, Sketch, 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