Xiuzi Guo

Product Designer & UI/UX Designer

xiuzigu@gmail.com   linkedin.com/in/xiuzi-guo   xiuziguo.com

Hybrid Product Designer & Developer bridging the gap between creative strategy and technical feasibility with a toolkit of Figma, React, and UX research to build scalable, high-performance digital experiences.

EXPERIENCE

Product Designer & UI/UX Designer
Jargon

08/2025 - 12/2025   Burnaby, BC

- Led end-to-end product design from initial concept to high-fidelity interactive prototypes.
- Collaborated with cross-functional teams to align user needs with technical feasibility.
- Executed iterative usability testing to validate design decisions and optimize the user journey.
- Designed print-ready promotional materials to support brand marketing and offline product engagement

UI/UX Designer
Linko

02/2025 - 05/2025   Burnaby, BC

- Translated research insights into design requirements to bridge social gaps in the live music scene.
- Mapped complex IA and user flows for onboarding, musical matching, and concert channels.
- Established a vibrant visual identity and style guide reflecting the energy of live music.
- Built high-fidelity prototypes to validate "Musical Matching" logic and community safety features

Video/Audio Editor
Caixin Media

05/2023 - 06/2024   Beijing, China

- Produced and edited compelling interview videos for one of China's leading media outlets, with an emphasis on journalistic integrity and storytelling.

Video Editor/Director
Taihe Music Group

05/2021 - 06/2022   Beijing, China

- Created compelling music videos for renowned musicians, leveraging advanced editing techniques to captivate diverse audiences.
- Produced high-quality fashion films for For Him Magazine, showcasing innovative storytelling techniques and visual styles.

Video Editor/Director
Freelance

06/2019 - 05/2023   Beijing, China

- Created compelling music videos for renowned musicians, leveraging advanced editing techniques to captivate diverse audiences.
- Produced high-quality fashion films for For Him Magazine, showcasing innovative storytelling techniques and visual styles.

SKILLS

Development

HTML   CSS   Wordpress   Git

React   JavaScript   TypeScript

Next.js   Vite   VScode

Agile Development

Design

Wireframing   Prototyping

User Research   Usability Testing

Information Architecture Accessibility

Vibe Coding

Design & Creative Tools

Figma   Illustrator   Photoshop

InDesign   After Effects   Procreate

Premiere Pro

Language

English   Mandarin Chinese

EDUCATION

Digital Design & Development Diploma
British Columbia Institute of Technology

09/2024 - 06/2026

Bachelor of Arts Degree
Digital Media Arts Major

Tianjin Normal University

09/2015 - 06/2019