

# XINGYU GU

## UI/UX & PRODUCT DESIGNER

Current graduate student in NYU. Versatile, reliable and efficient with various different internship experiences in UI/UX, digital and visual communication design. Professional creative, user research, user testing and analytic skills. Looking for full-time job start at June.



PORTFOLIO  
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## WORK EXPERIENCE

Sep 2015 – Dec 2015

Viacom – Viacom Catalyst

Catalyst is Viacom's full-service in-house advertising, branding and marketing studio. We partner with clients to develop strategic and creative solutions that connect with and engage Viacom's business, employee and consumer audiences.

- Act as Digital Production Assistant on various UX layouts, site redesign, web site development
- Support team with staff education on digital trends
- Conduct digital production-oriented research
- Provide vendor list and statics analytics

Digital Design  
Internship

May 2015 – Sep 2015

NYU Networked System Lab

NYU Networked System Lab developed a Facebook-based web application. It combines music video player and social network that users could get music recommendation based on their music taste and find the common interest with other users.

- Improve former UI/UX design
- Provide IxD Deliverables, includes Sitemap, User Persona, User flows, Annotated Wireframe
- Produce prototypes in both low fidelity and high fidelity
- Implement front-end design by using HTML, CSS, JavaScript, jQuery and PHP

UI/UX Design  
Graduate Assistant

Sep 2014 – May 2015

Miner Labs Inc.

Miner Labs, Inc. is a New York City startup, which closed a \$1.1 million seed round in 2015 lead by Simon Venture Group. On May 25th, Miner Labs released Miner, a free iPhone shopping app that offers consumers the easiest way to buy clothes. Miner enables shoppers to buy multiple items from over twenty of the top fashion retailers and checks out all at once.

- Act as Design Assistant on UI/UX design of iOS app and CMS page, includes icons design and mobile pages' visual design
- Provide graphic design assets for marketing, such as email template, info graphics, presentation design and social network banners
- Build documentation, QA and style guide

Visual Design  
Internship

May 2014 – Jul 2014

Sina Co.LTD (Sina Weibo)

TV group in Sina Weibo had cooperated with TV stations to promote the audience of the TV program. It's a win-win cooperation that the TV program encouraged people having a discussion on Weibo, in the meanwhile, the discussion on Weibo let more people knows the TV program.

- Establish brand design of public account, includes logo and avatar picture
- Design various banners, posters, and advertisement to around 3 million users
- Produce info graphic of data analytics about the promotion of audience rate of TV program

Visual Design  
Internship

## EDUCATION

Aug 2014 – Present  
(Expected May 2016)

Aug 2010 – Jul 2014

Aug 2013 – Jun 2014



Integrated Digital Media  
Master of Science

Software Engineering (Digital Media)  
Bachelor of Science

Visual Communication Design  
Exchange Program

New York University  
GPA: 3.81/4.00

Beijing Institute of Technology  
GPA: 3.20/4.00

Purdue University  
GPA: 4.00/4.00

## TECHNICAL SKILLS

### UX RESEARCH & DESIGN

Competitive Analysis  
User Personas/ User Flows  
User Interview  
User Testing (A/B Testing)

### UI & VISUAL PROTOTYPE

Axure RP  
inVision  
Sketch  
OmniGraffle  
Adobe Create Suite

### PROGRAMMING

WordPress  
HTML5/CSS3  
PHP/MySQL  
JavaScript(Angular.js)/jQuery  
BootStrap

### 3D MODELING & AR

Autodesk Maya  
Augmented Reality  
Unity 3D  
Metaio&Qualcomm