HAIXIN GUO

haixin.guo2000@gmail.com

User Interface / User Experience Designer

EDUCATION

Aug. 2019 - present

Cognitive Science/Data Science, *UC Berkeley*

Aug. 2015 - May 2019

International Baccalaureate, *Walnut High School*
· Emphasis on Chemistry and Math

TOOLKIT

Visual	*Interactive*
Illustrator	Figma
Photoshop	Adobe XD
InDesign	Sketch
Lightroom	Basic HTML/CSS

INTERNSHIPS

June 2022 - Present

User Interface Design Intern, *Ascent Funding*

· Design audience-centric pages for the needs and preferences of students and cosigners
· Create print and digital marketing imagery/assets for customer resources
· Developed web pages for multiple devices for improved customer experience & navigation

2021 summer

User Interface/User Experience Design Intern, *Pure UX design consultancy*

· Created a working design prototype for a new mobile application
· Reorganized product website and app design to optimize usability and accessibility
· Analyzed data from UX testing to improve UI/UX design elements and identify gaps in user flow

July 2020 - Nov. 2020

Social Media and Marketing Intern, *Aii Agency*

· Designed graphics for a variety of different campaigns and series on Twitter
· Researched best methods and practices for engagement and social media metrics
· Used data scraping tools to gauge and recognize audience identity

EXPERIENCE

March 2020 - Present

Communications Assistant, *California Institute for Energy and Environment*

· Resolve web accessibility issues on company websites according to WCAG 2.1 guidelines
· Manage company and project websites/content
· Streamlined team workflow by developing and implementing a more efficient process.
· Leveraged data insights to identify areas for improvement in social media campaigns.

July 2021 - June 2022

Contract Visual Illustrator, *Ascent Funding*

· Designed digital illustrations to be used on ascentfunding.com and other branded resources
· Developed a brand character to represent company's message/values

June 2020 - Dec. 2020

Design Consultant, *Hella Yoga studio*
· Redesigned logo and website, learn more at bit.ly/3mZB63M
· Conducted user research for both mobile and desktop platforms
· Compiled and applied data from UX research to drive digital and customer service experiences