Jingyi Guo

Product Design · UX Design · UX Research · Emerging Technology

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PROFESSIONAL EXPERIENCE

Community Operations Intern, ZEPETO

Jan 2023 - Apr 2023 | Beijing, CN

• Analyzed data from multiple social media platforms to identify trending topics and ideated activities for on-site events and off-site promotion.

• Managed the creator community, including creator data analysis and monitoring creator incentive programs; assisted in implementing a creator rating system in corporate backstage.

• Created and analyzed user research surveys for various player groups, analyzed responses to understand user behavior and needs; conducted user interviews, offering insights for product iteration.

Data Analyst Intern, OASIS GAMES

Jun 2021 - Aug 2021 | Beijing, CN

• Monitored game operation data, tracking key metrics like DAU, MAU, and ARPPU; analyzed data to understand campaign impact, and compiled data reports highlighting trends and findings.

UX Research Intern, TENCENT

Mar 2021 - Sep 2021 | Remote

• Tracked and analyzed emerging trends in the entertainment sector, gathered user feedback, and provided bi-weekly reports including actionable recommendations for integrating trends into game product iterations.

• Conducted 6 short-term studies (e.g., trending comic analysis, game spokesperson impact research); employed various UX methods (e.g., interviews, surveys, focus groups) to gain insights into diverse user groups' needs and preferences.

Public Affairs Intern, TENCENT

Jul 2020 - Aug 2020 | Beijing, CN

• Assisted with government policy research by gathering and analyzing data; supported internal communications and cross-department collaboration.

EDUCATION

University of California, Berkeley

Aug 2023 - Expected Dec 2024

Master of Design (MDes)
GPA: 3.94/4.0

Aug 2019 - Dec 2022

B.A. in Applied Mathematics
Minor in Data Science

SKILLS

Design:
Wireframes, Web Design, App Design, Storytelling Board, Persona, Low to High-fi Prototype, Design Systems, CAD 3D Modeling, Laser Cutting, 3D Printing

Research:
Survey, User Interview, Usability Testing, User Journey, Affinity Diagram, A/B Testing

TOOLS

Programming:
Python, C#, C++, R, SQL, MATLAB

Design:
Figma, Unity, Arduino, Processing, OnShape, Adobe Creative Suite (Photoshop, Illustrator, Premiere, Audition)

AWARDS

MDes Distinguished Scholar Award
Scholarship, Mar 2023