

Jingru Guo

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PROFESSIONAL EXPERIENCE

Yelp Inc, Product Designer, San Francisco, United States, Jan 2020 - Present

Yelp is an online platform that connects people with great local businesses.

- Designing Yelp's business owner experience by creating innovations, road mapping, and analyzing feature designs of Yelp Ads to improve platform engagement and client retention
- Streamlining user flows and refining designs to offer businesses on-boarding guidance for user journey & revenue growth support

Alexa Voice Service, Amazon , UX Designer, San Francisco, United States, July 2017 - Jan 2020

Alexa Voice Service UX focuses on productizing Alexa for third-party businesses and developers in order to integrate Alexa into their devices and applications.

- Established programme for researching, defining, envisioning, and creating Alexa graphical user interface experience on third party multimodal devices. Notable examples include LG TV, North by Focal AR glasses, and Fitbit Versa 2
- Collaborated with internal cross-functional teams such as engineering and external partners to design and ship scalable Alexa first time user experience featured in 100 mn+ products

Deeplearning.ai, Lead Product Designer (Contract), Palo Alto, United States, May 2018 - Dec 2019

Deeplearning.ai is an online artificial intelligence education platform founded by Andrew Ng.

- Created information architecture, design system and user experience design; launched Deeplearning.ai's recruiting platform, Workera
- Used quantitative and qualitative data to identify problems for solutions; increased sign-up rate by 40% and NPS to +75 (exceptional)

Seeing Theory, Co-Founder & Lead Designer/Front-end Engineer, March 2016 – January 2018

Seeing Theory is a free online interactive and visual introduction to Statistics concepts available in English, Chinese, and Spanish

- Responsible for designing and engineering the information architecture, visual front-end, and overall user experience of the platform
- Secured more than 4 mn unique views globally and awards such as Webby Award in Education, Information is Beautiful, & Commarts

AugmentX, Co-founder and Designer, Boston, United States, 2016 - 2018

AugmentX is a startup that uses augmented reality to accelerate neurological recovery from stroke.

- Created user experience design, illustration and prototypes to develop the minimum viable products; conceived company branding
- Selected to MIT solve and Harvard Innovation Lab. Participant of Startup School's Founder Track

Education

Rhode Island School of Design,

Bachelor of Fine Art Industrial Design, Providence, RI, United States

September 2014 - June 2017

Cross registration at Brown University (Designing Modern Web Application, Chinese History) and MIT Sloan (Product Design and Development)

Additional Information

Software Skills

HTML & CSS, Javascript, Arduino, Sketch, Photoshop, Illustrator, Solidworks, Premiere

Fabrication Skills

Woodworking, Metalworking, 3D modeling, Model making, Sewing

Interests

Reading, watching film, painting, and cooking ; Taekwondo 2nd Dan Black Belt, Skiing. Cat.

Language

English, Chinese (First language), Japanese (elementary)