

Yizhen Guo

UI & UX Designer



SUMMARY

A versatile creative designer, I want to craft experiences that help people reach their goals and provide a smoother, more meaningful flow in their daily lives.

EXPERIENCE

Frog Dec 2021- Jan 2022

Interaction Design Intern

- Participated in The KGI Bank (Taiwan bank) App & Web project
- Responsible for establishing the whole design KGI Bank Language system (DLS) with other designers

Bytedance Jun 2021 – Nov 2021

User Experience Design Intern

- Participate in TikTok Monetization Products group, and mainly focus on designing the TikTok Ads platform.
- Promote the adaptation optimization of the Windows platform experience, improve the user experience, and finally produce reusable optimization solutions.
- Build the reach center a back-stage management tool from zero to one
- Reconstructed and iterate the checkout system. After the new design was launched, the payment success rate of users increased by 16.5% and the conversion rate on the product side increased by 2.6%.

EDUCATION

Bachelor of Science Sep 2018 - Aug 2022

ArtCenter College of Design - Pasadena, CA
GPA:3.72

Product Designer Sep 2020 - Dec 2020

Asus Sponsored Project

- Our group focusing on the mental and physical health problems and bringing a healthier workflow to future creators.
- Asus purchased the IP of this project.

CORRESPONDENCE

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yizhenguo.com

SKILLS

Product Design
User Experience
Prototyping
Interface Design
User Testing
Design Language Systems
Graphic Design
Motion Design
Data Visualization
3D Modeling
HTML CSS

TOOLS

Figma, Sketch, XD,
Principle, Adobe suite,
C4D, Solidwork, Keyshot,
Lens Studio

LANGUAGE

English (Fluent)
Mandarin (Native)

AWARDS

Twitch & Adobe creative
jam top 10 project

ArtCenter College of
Design Dean's list 2021

ArtCenter Gx Motion
Gallery Nomination

SOCIALS

[linkedin.com/in/yizhen-guo](https://www.linkedin.com/in/yizhen-guo)