

Yuqing (Jane) Guo

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🌐 jane-guo

Hello!

I'm an *organized, action-oriented, and detail-focused* designer with a Psychology background, skilled in *navigating ambiguity* to identify product opportunities and create effective human-centered solutions.

Education

University of Washington

M.S. in Human Centered Design & Engineering

Sep 2024 – Jun 2026 | Seattle, WA

Cornell University

B.S. in Human Development, Minor in Information Science (UX)

Sep 2021 – May 2024 | Ithaca, NY

- Dean's Honor List 2021-2024

Skills

Research

- User interview
- Usability testing
- Concept testing
- Heuristic evaluation
- Diary study
- Ethnographic study
- Co-design
- Experimental design

Design

- Interaction design
- Experience design
- User Interface Design
- Wireframing & Prototyping
- Information architecture

Tools

- Figma
- UserTesting, Maze
- HTML & CSS, JavaScript
- Python, SQL, R
- Qualtrics

Professional Experience

Pinwheel Kids' & Teens' Phone | EdTech, B2C

Product Manager Intern

May 2023 – Aug 2023 | Austin, TX (Remote)

- Collaborated with **3 cross-functional teams** to pinpoint and prioritize opportunities in improving customer satisfaction and experience with key value proposition for Pinwheel customers.
- Identified **4 key product opportunities** to shape product direction and improve customer satisfaction by interviewing 15+ customers and analyzing customer feedback channels.
- Streamlined key workflow in the app by designing and delivering a new feature MVP, **reducing user execution time by 50%**.

Voyager Technology | Automotive, B2B

UX Designer Intern

Jun 2024 – Aug 2024 | Shanghai, China

- Conducted comprehensive market research and UX analysis on Chinese Parking Assist products, informing **strategic product development direction** and clarifying competitive positioning.
- Designed the company's **first HMI experience** for Parking Assist products by creating **4 end-to-end user flows** in collaboration with PMs and engineers, laying the foundation for future iterations.

Volunteer Experience

Acquiring Knowledge for Transcendence [🌐](#)

UX Designer

Jul 2024 – Aug 2024 | Remote

- Redesigned 3 main pages of the AKT website with a new information architecture and enriched content to **enhance brand story-telling**, and developed a user research plan and design guidelines for future website maintenance and iterations on Squarespace.

Clearviction [🌐](#)

UX Designer

May 2023 – Apr 2024 | Seattle (Remote)

- Optimized the designer-developer collaboration process, **increasing team efficiency by 25%** by identifying workflow pain points and developing guidelines to improve cross-functional communication.
- Conducted legal research on the vacating misdemeanor conviction process to create a user journey map, enhancing the sprint team's understanding by identifying **6 key opportunities and pain points**, along with **8 design recommendations**.