

ZHIJIA GUO

415.819.2563 | guozj94@gmail.com | guozj.com

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction,
School of Computer Science
Aug 2017 | Pittsburgh, PA

Tsinghua University

B.S., Industrial Engineering
July 2016 | Beijing, China

King's College London

Exchange Program
Aug 2014 | London, UK

SKILLS

Design & Research

Contextual Inquiry, Affinity Diagrams
Personas, Journey Map, Wireframing
Storyboarding
Visioning, Speed Dating
Prototyping, Responsive Design
Usability Testing

Programming

Javascript, HTML, CSS
Python, C, Java, SQL
Django, Node/Express
React/React Native

Tools

Sketch, Axure, InVision
Adobe Creative Suite
Matlab

HONORS

1st Prize Tsinghua Challenge Cup (1%)

Tung OoCL Scholarship (5%)

Academic Excellence Scholarship,
Tsinghua University (5%)

Professional Excellence Scholarship,
Tshinghua University (10%)

2nd Prize & Best Innovator, Zurich
Risk Management Challenge

Vice Secretary of Tsinghua Student
Council

EXPERIENCE

Mastercard

Product Designer & Developer in Capstone Project, Jan 2017 - Aug 2017

- Creating financial tools to empower families to better kickoff teenagers' credit journey
- Conducted research on unmet needs, selected the proper concepts to build the product flow iteratively, and pitched to multiple Mastercard's internal stakeholders
- Partially implemented the demo in React Native and Node with Mastercard APIs

Web App Design - Roomie

UX Designer & Full-Stack Developer, Sep 2016 - May 2017

- Designed property-based, two-way choice mechanism to facilitate living experience
- Executed in guerrilla research and customer journey map, designed responsive UI to fit different contexts, and used scrum framework for agile development
- Implemented using Django, Javascript, jQuery, Facebook Graph API, and Google Maps API

Mobile App Design - HelpinHand

UX Designer, Oct 2016 - Dec 2016

- Designed for collaborative healthcare and strengthening the emotional bonds
- Interviewed nurses and patients' relatives about caregiving to dementia people, built the navigation sitemap, created storyboards and corresponding value flows
- Create clickthrough prototype based on scenarios and tested with real users

Web Development - AffiniTeam

UX Designer & Front-End Developer, Nov 2016 - Jan 2017

- Designed a collaborative online tool to construct affinity diagrams dynamically
- Studied user's workflow, iterated 3 times using paper prototypes, and tested with real users
- Implemented infinite scalable canvas, sending/receiving customized events, and semantic analysis using Raphaeljs, togetherjs, and nlp-compromise.

Thesis - Emotion Recognition in Smart Stores

Research Assistant, Sep 2015 - July 2016

- Defined the strategy to collect and sample emotions to predict consumer preferences to build a segment of the recommender system
- Designed induction experiment, built the UIs for experiment, cleaned and analyzed facial expression data using machine learning, and raised the accuracy by 26%

INTERNSHIP

World Bank Group

Part-time Consultant, Oct 2015 - Feb 2016

- Presented a report of investment analysis of a top-brand Chinese logistics company
- Led in research on customer demand, analyzed M&A, PE investment transactions, conducted field study on its operation and service level

Daimler AG

Analyst Intern, June 2015 - Sep 2015

- Re-designed 4 workstations and improved the acceptability by 4%.
- Conducted lean improvement from human factors perspective, optimized the plant logistics using linear programming.