

Yuqi Guo

San Jose, California • guoyuqi0920@gmail.com • 669-222-9571

EDUCATION BACKGROUND

University of California, Berkeley -Berkeley, CA
Major: Media Study, Concentration: Digital Studies

08/2022-05/2024

GPA:3.20

De Anza College - Cupertino, CA
Major: Business Administration

08/2020-06/2022

GPA: 3.796 (Dean's Honor List)

INTERNSHIP & WORK EXPERIENCES

Xi'an Huaqi Shopping Center Commercial Operation Management Co., Ltd. - Xi'an, China

04/2023-09/2023

UI/UX Intern - Design Department

- Conducted in-depth research on customer behavior in shopping centers through observation and interviews, identifying user needs and pain points in the shopping experience. Provided valuable insights for improving shopping center services.
- Engaged in UI/UX design for the official shopping center application, creating a user-friendly interface that enhanced user interaction and effectively increased the application's user retention rate.
- Improved and elevated user satisfaction with the enhanced navigation and information structure by redesigning the shopping center's navigation system and optimizing information architecture, making it easier for customers to find desired stores and services.

Xi'an Changshi Construction Machinery Leasing Co., Ltd.-Xi'an China

05/2022-09/2022

UI Design - Marketing Department

- Understood the user needs of the construction machinery rental platform and provided valuable product improvement suggestions through research and observation.
- Created efficient UI prototypes using Sketch and Figma to facilitate team discussions and rapid iterations.
- Optimized the UI of internal management systems to enhance user experience and work efficiency.
- User feedback integration: Conducted user testing, consolidated feedback, made timely design adjustments, and improved product satisfaction through user feedback integration.
- Worked closely with the development team to ensure the seamless transition of design into actual products.

O2 Valley - Cupertino, CA

08/2020-09/2022

Manager

- Recruited, trained, and supervised staff members, ensuring they delivered exceptional customer service.
- Scheduled and organized employee shifts, considering peak business hours and customer traffic.
- Oversaw daily operations, including opening and closing procedures, inventory management, and order processing.

RESEARCH & PROJECTS

Framing: The Pre-Packaging of News Media 10/2023

The study aims to enhance communication disciplines through interdisciplinary insights, taking "framing" as an example. It delves into its crucial role in political communication, news analysis, and public opinion, providing new perspectives for the development of the discipline.

Social Media Platforms & the Crisis of Democracy 03/2023

Through an in-depth examination of the role of social media in shaping and influencing democratic processes, the study aims to reveal the potential crisis impact of social media on democracy. By delving into this research, a deeper understanding of the challenges that social media poses to democratic systems is gained, providing new insights and perspectives for addressing this crisis.

Empowering Women's Voices and Addressing Gender Inequality: The Impact of the #MeToo Movement on Society and Politics

The study discusses how the #MeToo movement has sparked a global discourse on issues related to sexual harassment and assault, driving changes in workplace policies, wage equality, legal amendments, and influencing discussions on gender balance in politics and public life.

SKILLS

Design: Adobe Premiere Pro, After Effects, Figma; *Microsoft Office Fluency:* Word, PowerPoint, Excel

Language: English (Proficient), Chinese (Native); *Habits:* Skating, Bands, Soccer, Photography