

# Feifei Guo

Product & Visual Design

## Website

feifeiguodesign.com  
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## Contact

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## Education

### Rochester Institute of Technology

May 2019

MFA in Visual Communication Design –  
Interaction Design GPA: 3.76

### Shanghai Jianqiao University

May 2016

BA in Communication Studies

## Experience

### KAYAK

#### Product Designer

Cambridge, MA, July 2019

- Work in Growth crew on Trips feature, Explorer loyalty program and mobile app experience to improve user activation and retention
- Work on B2B internal and external tools as side projects

## Awards

### Top Talent

2019 Adobe Design Achievement Awards

### Semifinals

2018 Adobe Design Achievement Awards

### Gold Medalist

2018 ICDE Graduate UX/UI Design  
Competition

### StubHub, eBay

#### Product Design Intern

San Francisco, CA, Summer 2018

Created City Discovery pages provide an easy and inspiring way for users to discover what's happening in a city and plan their live event experiences through StubHub

## Skills

User research  
Qualitative data analysis  
Rapid wireframing  
Prototyping  
Motion design  
Collaborative design

### Dive Social

#### Product Designer

Shanghai, China, Dec 2016 - Feb 2018

- Worked in a startup creating the social product from 0 to 1 as a solo designer and launched in app store with hundreds of active users
- Designed both for iOS and Android platforms