Jing Guo

Product Designer

in **Linkedin page**

✉ jingguo1908@gmail.com

📱 857.928.2727

Work Experience

Yelp

Lead product designer

Sep 2022 - now

Consumer Contribution

Community Q&A [0→1 feature]

Lead the design investment in a brand new contribution type. From vision work to pivot tests, from MVP flow to feature scaling, UX improvement, channel expansion etc.

User engagement

Design with a deep understanding of reader psychology and experience to engage readers through lightweight interactions, increase retention, cultivate new reading habits, and ultimately convert readers into contributors. Projects include:
- Comments
- Reactions

Contributor retention

Design with a systematic approach to recognize and reward contributors by creating celebratory moments throughout their journey, across various time scales. Projects include:
- Recognition system
- Year on Yelp (Contributor's yearly summary)
- Elite awareness

Doc.ai

Product designer

Oct 2021 - Sep 2022

SaaS Product

Design and bring **Smart Omix web app** live: a **0→1** SaaS product advancing clinical research activities.
- Defined user stories and journeys; outlined product features
- Constructed site architecture and user flows
- Led cross-team conversations with product, engineer, clinical, and sales;
- Delivered and launched the V1.0 design (August 2022)
- Iterated on the product based on usability testing and defined the future roadmap
- Produced marketing materials

System design

Initiate and maintain the **Design System** and **SaaS Design Guide** for all the Web products in Doc.ai

Education

Harvard University

Graduate School of Design

Master degree
- Graduate with distinction
- Multiple award winning design works