

Xinyu Guo

Product Designer

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RECOGNITION

2024 China-US Young Maker

Competition 2nd Prize

2023 NASA SUITS AR Finalist

EDUCATION

MS Human-Centered Design & Engineering

University of Washington

Sep.2024 – Jun.2026 (Expected)

GPA: 3.94

BFA Industrial Design

Rhode Island School of Design

Sep.2020 – Jun.2024

Graduated with Honors

GPA: 3.88

SKILLS

UX & Product Design

UX design, Interaction design,

Design system, Branding, 2D&3D

interaction, Figma, Adobe Creative

Suite (Ps,Ai,Ae,Id,Pr), Principle

Vibe Coding & AI Prototyping

Claude, Cursor, ComfyUI, Framer,

Stable Diffusion, Kling, Sora

Dev & Data Analysis

HTML, CSS, Java, JavaScript,

Python, Tableau, D3, Three.js

Research

Qualitative & Quantitative

Research, Thematic analysis, A / B

testing, Surveys, User Interviews,

Competitive analysis, Usability

testing, Heuristic evaluation

WORK EXPERIENCE

Alibaba International, Tmall & Taobao Team | UX Design Intern

Jun.2025 – Oct.2025 | Hangzhou, China

- Supported end-to-end agile design for new market growth initiatives by **expanding multilingual sites and optimizing localization**. Analyzing user preferences of e-commerce for 20 different sites and come up with universal design.
- Exploring **AI-driven solutions** for e-commerce platforms that are accurate, credible, and compatible with Taobao's new branding.
- Led UX improvements across product detail, search, price, logistics, and language adaptation. Strengthened the foundational experience for new users in local markets, **driving user acquisition** and increasing L-P (Landing-to-purchase) rate.

Rednote, B2B Commercialization Team | UX Design Intern

Jun.2024 – Sep.2024 | Shanghai, China

- Owned the redesign of the SPU (Standard Product Unit) Seeding experience for Lingxi, a B2B SaaS advertising platform, addressing discoverability and workflow breakdowns for promoted account managers, **improving the predictivity of promotion efficiency** by enhancing model with user flow and interface, finally **raising NPS from -55 to -20**.
- Expanded the design system by delivering **5 types of re-usable, responsive UI patterns** for data visualization and charts into library, scaling consistent usage across **2,000+ design instances** and improving cross-team efficiency.

Fliggy Travel, User and Merchant Product Team | UX Design Intern

Jun.2023 – Sep.2023 | Hangzhou, China

- Designed and launched a **recruiting web from 0 to 1**, including wireframes, storyboards, and high-fidelity prototypes; proactively developed a thematic interactive version that was approved to replace the former version.
- Proposed more than **10 creative solutions** and delivered the UI demos based on priority for the B2C map visualization section 'Super Maps'; **increased transaction turnover rate by 20%**; integrated 5 variations of components assumed to be **reused for 50K+ times**.
- Led weekly design workshops to advance internal UX critique processes and presented the final design work to 40+ peers and 10+ design leaders.

ACADEMIC PROJECTS

Nimbus, Plants' Health Care | UX Designer

Feb.2024 – May.2024 | Boston, United States

- Designed, prototyped, and tested 'Nimbus', a plant-health detector with gamified mobile app, with 7 members from RISD and MIT, and **won the final presentation at MIT Sloan School of Management**.

Match Point, Student Job Seeking | Project Leader & Designer

Feb.2023 – Feb.2024 | Hybrid, United States

- Built the MVP for the web app 'Match Point', a web platform assisting college students in finding research opportunities and improving their resume less stressfully through structured matching and guidance.
- Led product definition, UX design, and early validation, **securing \$180,000 investment and beta testing with 100+ users** to inform roadmap decisions.