SHERI YEONDU GUO

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EDUCATION

Cornell University, Ithaca, NY   Dec 2021
College of Arts and Sciences, Bachelor of Arts in Information Science. Concentration in UX (User Experience).
GPA: 3.55

Relevant Courses: Advanced Topics in Computer Game Design, Human Computer Interaction, Intermediate Design and Programming for the Web, Designing Technologies for Social Impact, Object-Oriented Programming and Data Structures, Designing Technologies for Social Impact, Information Ethics Law and Policy

Art & Design Technical Skills: Sketch, Adobe Illustrator, Figma, Invision, Adobe XD, Information Architecture, a11y / Accessibility Annotation, Autodesk Sketchbook, Blender, Adobe Photoshop, Storytelling, Adobe InDesign, Game Design, Product Design, UI/UX Design, 2d Animation, Abstract, Prototyping, Adobe Fresco
Programming Technical Skills: HTML, CSS, Java, Python, Unity, Git

WORK

UX Designer, Ally Financial   Jan 2022 - Present
• Redesigned an internal auto loan refinancing product to better facilitate agent-customer communications, while also building modernized and brand-adhering interfaces, intuitive ux processes and an entirely restructured information hierarchy as this project's primary designer
• Sparked new dialogues and projects about expanding internal tool design across multiple teams and lines of businesses within Ally due to the quick nature and cross-platform adaptability of the auto loan refinancing product
• Built upon existing Auto Insurance products and collaborated with product owners, developers, stakeholders, designers and users to ensure impactful improvements
• Created new components, icons, and patterns within Ally's design system via aforementioned projects

Experience (UX) Design Co-op Intern, Peapod Digital Labs   Jan 2021- Aug 2021
• Conceptualize ideas through the entire design lifecycle, from exploration and wireframes to high-fidelity UI and prototypes using Sketch and Invision
• Collaborated with product owners and senior designers to ensure that solutions are user-centric and meet business goals
• Worked on production and documentation of design systems
• Designed vector icons in Adobe Illustrator and other graphic works that are in-production year round.

Design Intern, Gigsmart   June 2020- August 2020
• Created original print, promotional and social media graphic work using Adobe Fresco and Adobe Illustrator
• Collaborated with design colleagues to mock up new screens and layouts for the Get Workers App
• Organized mobile, tablet, and web UI wireframes and flows using Adobe XD
• Vector-illustrated iconography and informative illustrations according to existing stylistic guidelines
• Organized past mockups and screens using Google Sheets, Invision, Abstract, Sketch and Adobe XD

Teaching Assistant, Introduction to Computer Game Design   Jan 2020 - May 2020
• Hosted weekly office hours, attended weekly staff meetings, evaluated assignments, and provided insightful feedback for the design of students' semester-long game projects
• Mocked up a redesigned website for the Game Design Initiative at Cornell and collaborated with other staff to design and program a showcase website for the course

PROJECTS

Product Designer, Design@Cornell   Oct 2020- May 2021
• Collaborated with university design department heads to research, design, and develop a university domain information repository website for design students and staff at Cornell University
• Mocked up and prototyped multiple initial iterations in Figma based on user interviews, research, and stakeholder requirements
• Conceptualized a branding for the site that reflects an inclusive and multifaceted creative community of designers

Design Lead, Spectacle! Mobile Game   Jan 2020- May 2020
• Created game mechanic, concept art, art direction, animations and vector assets for a single-tap puzzle action game
• Admitted to the 2020 Boston Festival of Indie Games
• Awarded 3rd place at the 2020 Game Design Initiative at Cornell Showcase

Design Lead, Starstruck Desktop Game   Jan 2019- May 2019
• Created concept art, art direction, animations, level designs and assets for a multiplayer space-inspired game that facilitates cooperation and communication between two players joined together with a rope.
• Admitted to the 2019 Boston Festival of Indie Games
• Awarded Most Polished and Audience Choice at the 2019 Game Design Initiative at Cornell Showcase
• Featured Game on Gamejolt with over 21.4 thousand views as of August 2020

Author and Illustrator, Traditional Korea: An Adult Coloring Book   Jan 2016
• Illustrated and self-published an adult coloring book that explores the artistic and cultural traditions of Joseon Era Korea
• 1021 copies sold as of Oct 2022
• Profits donated to the National Alliance on Mental Health until 2018