

# Serene Shuyin Guan

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## EDUCATION

**Digital Experience Innovation | GPA: 4.0**  
**Master Degree | University of Waterloo**  
**2018 - 2019**

User Research  
Digital Marketing  
Team Work & Communications  
Project Management

**Interactive Multimedia | GPA: 3.85**  
**Post-Grad Certificate | Sheridan College**  
**2013 - 2014**

Front-end & Back-end development  
Web & APP Development  
Project Management

**Industrial Design | GPA: 3.4 (Top 10%)**  
**B.A. Degree | Central South University**  
(Ranked Top 1.5% in China)  
**2008 - 2012**

User Research & Usability Design  
Sketching & Storyboarding  
3D Modeling & Rendering  
Hand Modeling & Prototyping  
Materials & Manufacturing

**User Research | Top 10%**  
**Interaction Design Foundation (IxDF)**  
**2021**

## TECHNICAL SKILLS

**Adobe Creative Suite**  
**UX Design Communications softwares:**

- Miro
- Figma
- Balsamiq
- Invision
- Axure
- Origami

**Front-end Development**

- HTML
- CSS/Sass
- JavaScript

**Learning in-progress**

- Python

## EXPERIENCE

**UX Designer | Oct.2019 - Present**

**LexisNexis | Toronto, ON, Canada**

- In charge of the UX strategies in Canada portfolio team in LexisNexis.
- The NPS score UX drivers had been increased **14 points** since I started.
- Analyzed usage statistics and summarized research data to drive product decisions with the product team.

**Product Designer | Feb.2017 - Present**

**Coin Ultimate Trading | Toronto, ON, Canada**

- Define roadmap and prioritized improvements for products.
- Facilitated quantitative & qualitative user research to identify user needs and to define problem statements.
- In charge of UX, UI and branding of the business. The redesigned UX/UI increased to **more than one million** active users.

**UX Design and Creative Lead | Nov.2017 - July. 2018**

**Soulfx Technologies Inc. | Mississauga, ON, Canada**

- Translated business requirements into design goals.
- Guided the design in the team to meet the business requirements.
- Managed team work progress to ensure the execution.

**User Experience Designer | Oct.2014 - Nov.2017**

**Soulfx Technologies Inc. | Mississauga, ON, Canada**

- Facilitated the brainstorming sessions and carried design proposals from concept to development.
- Converted business requirements to wireframes & established userflow for web softwares.
- Created interactive wireframe prototypes and communicated cross-functional teams.

**UX and Product Design Intern | Jun.2014 - Sep.2014**

**Autodesk | Toronto, ON, Canada**

- Supported senior designers with ideation and user research.
- Participated in making a tablet-first 3D printing app.
- Visualized ideas to UI mock-ups.
- Designed and built 3D models for 3D printing.

**Founder | Jan.2011 - Jul.2012**

**306 Industrial Design Studio | Changsha, Hunan, China**

- Had won TWO provincial prizes and many merit prizes from various of design competitions.
- Among all student studios, my team won the most numbers of prizes.

## SELECTED AWARDS

**Jul. 2011**

**Provincial Third Prize | Sany Industrial Design Competition**

**Jun. 2011**

**Candidate Prize | Desay Care Cup Senior Cellphone Industrial Design**

**Mar. 2011**

**Merit Prize | Hunan Province Photography Art Contest**