SENIOR PRODUCT DESIGNER

# Nathan Guo

Versatile UX/UI Designer | 7+ Years In EdTech, FinTech, CreativeTech, MedTech | AIGC Practitioner | Life-Long Learner & Driving Innovation

✉ yellingbytes@gmail.com

📞 +49 178 6929 637

🔗 My Portfolio (bit.ly/yellingbytes)

## RECENT EXPERIENCE

### Senior Product Designer @Klarna

11.2023 - Now | Munich | native app

### Product Designer @StudySmarter

1.2022 - 8.2023 | Munich | B2C web/native app

Worked on the core flashcard creation features with cross-functional team. Collaborated on design system, user testing and research, product illustration, designer recruitment, and UX writing.

### UI/UX Designer @IDnow

9.2020 - 12.2021 | Munich | B2B2C mobile app

Designed **BankIdent** from scratch in a cross-functional team; redesigned **customer portal;** maintained **design system;** updated a range of product animation, and carried regular **user testings**, shadowing research etc.

### Product Designer @Lightricks

10.2019 - 8.2020 | Munich/Jerusalem | B2C mobile apps

Involved various stages of the design process with wireframes, diagrams, storyboards, mockups, lo-fi/hi-fi prototypes for **Beatleap, Facetune** app.

### UX Designer @Virtual Identity

4.2019 - 10.2019 | Munich | B2B web app

Developed features for medical AI product for **Siemens Healthineer,** resulting in a remarkable reduction in time on task for the neurologists.

### UX Designer @Paysafe

5.2018 - 3.2019 | Vienna | B2C web app

Led brand redesign with an agile squad, involving design sprints, workshops, and user testing, resulting an surge 18% in brand recognition globally.

### UX Designer @Netcetera

11.2016 - 4.2018 | Linz | Native banking app

Crafted UI for the Czech CSOB app in an agile environment. Delivered a fully functional admin portal, achieving a notable 15% increase in DAU.

## SELECTED CERTIFICATION

Product Psychology Masterclass, **Growth.Design**
Measuring UX And ROI, **Nielsen Norman Group**
UX Research At Scale: Surveys, Analytics, Online Testing, **U Michigan**
Design Specialist Certificate, **UCSD**
Entrepreneurship Certificate, **Warton School**
Foundations Of User Experience (UX) Design, **Google**
User Research Method, Mobile UX Certificate, HCI Certificate, **IDF**

## EDUCATION

**Interface Cultures • MA**
University Of Art And Design Linz, Austria

**Media Art & Design • BA**
Renmin University Of China

**Media Art & Digital Design Exchange**
Academy Of Media Arts Cologne, Germany
Taiwan University Of Arts, Taipei
Institute Of Advanced Media Arts And Sciences, Gifu, Japan

## SKILL SET

**Discover**: User Interview, Usability Testing, Workshop Facilitation, Amplitude, Miro

**Design:** Figma, ProtoPie, Webflow, Framer, Procreate, Procreate, Content Design

**Develop:** CSS/HTML, Javascript

**Deliver**: User Research & Testing, UX Writing, Workshop Facilitation, MidJourney, AIGC, Lottie Animation, After Effects, RIVE Amplitude

## PUBLICATION

11 Product Related Micro Terms • **Medium**
UX Landscape In China • **Medium**
Melokey: Create Melody With Keys • **ACM Audio Mostly Conference**
Media Art Rhetoric • **ISEA Conference**
Dartboard As An Agent Of Map Navigation • **IEEE Syposium For MR And AR**

## LANGUAGE

English-Professional (IELTS 7.0)
German-Sufficient (CEFR C1)
Chinese-Native Proficiency
Duolingo 1000+ Day Streak