Nicole Gu
Product Designer

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Skills

Design

UX/UI Design
Design Thinking
Persona Creation
User Scenarios
Storyboarding
Information Architecture
Wireframing
Prototyping
Motion Graphics
Videography

Research

User Interviews
Affinity Diagramming
Thinking Aloud
Journey Mapping
Competitive Analysis
User Testing

Programming

HTML/CSS
Basic Javascript
Processing

Tools

Adobe CC
Figma
Sketch
Zeplin
Mixpanel
Amplitude
Userzoom
Jira
Confluence
Clinc (NLP)
Sublime text

Work Experience

Product Designer II U.S.Bank

Oct. 2020 - Dec. 2023 | Minneapolis, MN

- Product (UX/UI) Designer II on U.S. Bank's Conversation & Messaging team.
- Collaborated with product and engineering teams to enhance the U.S. Bank's online banking experience.
- Created wireframes, prototypes, and iterations based on user research feedback.
- Ensured design compliance with the U.S. Bank's design system and accessibility (A11y) standards.
- Developed mockups, prototypes, specifications, and assets for developer handoff.
- Assisted QA and developers with UI consultations, adjustments, and clarifications during development.
- Designed and launched U.S. Bank's Smart Assistant MVP on the online banking platform, attracting 230,000 new customers within a month of its launch in July 2022.
- Designed and launched U.S. Bank's CRM (Live Chat) experience on the online banking platform, achieving a 30% cost reduction over the phone channel since May 2022.

Product Designer LogMeIn

Apr. 2019 - Apr. 2020 | San Francisco, CA

- Primary designer for key SaaS products GoToMeeting and GoToWebinar.
- Collaborated with 2 PMs, engineer team and other designers on feature design.
- Created wireframes, prototypes, and iterations based on user research feedback.
- Designed and launched features like post-meeting experience enhancements, better link sharing, privacy options, and dark mode.
- Committed to WCAG AA standards for accessibility and inclusivity in all designs.
- Created and delivered UI assets; offered support and adjustments to QA and developers.

Work Experience (Associate, Intern)

Product Design Intern Cricket Health

Sep. 2018 - Jan. 2019 | San Francisco, CA

UX Design Intern Rodan + Fields

Jun. 2017 - Aug. 2017 | San Francisco, CA

Design Intern SFMOMA

Feb. 2017 - Apr. 2017 | San Francisco, CA

Special Achievements

Adobe Design Achievement Awards

2018 Semifinalist Ally: Interactive UX/UI — Web/App Design
2017 Semifinalist Manta Mask: Internet of Things — Web/App Design

Education

BFA — Web Design & New Media Academy of Art University

May 2014 - May 2018 | San Francisco, CA | Portfolio Scholarship

Courses included: several user experience design classes, typography, visual design, front end web development, Cinema 4D, and motion graphics.