

GIGI GUITING

UX/UI DESIGNER

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I'm a user experience designer passionate about all the details that go into making a great idea an actual reality. My previous experience as a teacher, travel agent, and graphic designer have taught me the empathy, planning skills, and aesthetic abilities necessary as a UX designer.

UX SKILLS: Heuristic Evaluation, User Research, C&C Analysis, Contextual Inquiry, User Scenarios, Personas, Journey Mapping, Card Sorting, Information Architecture, Wireframes

UI SKILLS: User-centered Design, Web & Mobile Design, Illustration & Sketching, Icon/Logo Design, Print Layout, Prototypes

TOOLS: Sketch, Photoshop, Invision, Illustrator, Indesign, Wordpress, Pen & Paper, Microsoft Suite

PROJECTS

Ford Driverless Car Entertainment Screen & Companion App Concept

Researcher | Information Architect | UX/UI Designer | App Design Lead

Ford wants to lead the pack in providing a seamless driverless car experience. Our team of 3 UX Designers created prototypes of an entertainment screen and a companion app.

- Conducted user interviews to research needs and pain points of potential first-buyers in the driverless car market
- Synthesized data to create a persona and prioritize features
- Sketched potential entertainment screen & app interfaces
- Utilized card sorting to determine information architecture
- Tested medium fidelity wireframes then iterated on design for improved usability
- Created a high fidelity prototype app that allowed users to remotely control their driverless car to complete tasks with minimal interaction

EXPERIENCE

Lantern Trips (Pro Bono as part of General Assembly)

UX Designer | UI Lead

Oct 30th - Nov 16th 2017

Lantern Trips is a startup aiming to be the most trusted source for collaborative travel planning, using user generated itineraries. Our team of 3 UX Designers created an app prototype of a potential minimal viable product.

- Conducted over 15 user interviews to research motivations and frustrations of travelers who share their experiences
- Synthesized data with affinity mapping and used key insights to develop persona and features
- Compiled a comparative & competitive analysis of other travel sharing platforms
- Updated branding to align with prioritized features
- Held a Design Studio with client to ideate initial wireframes
- Completed 4 rounds of medium fidelity wireframe testing, iterating on any opportunities
- Developed a high fidelity prototype app that allows users to send and join itinerary segments, add and share photos, and publish their trip details to social media.

EXPERIENCE (continued)

Jissen Womens' Jr/Sr High School

English and Art Instructor

Jul 2015 – Jul 2017

Jissen Joshi Gakuen is a private all-girls' jr high & high school emphasizing international education and English immersion classes located in Shibuya, Tokyo, Japan.

- Created lesson plans using simple English for Japanese speakers
- Coordinated with Japanese grammar teachers for team-teaching
- Coached students individually for speech competitions
- Helped students practice college entry interviews and compose essays
- Taught basic color theory, drawing, and painting techniques

Forever 21

Visual Expansion Travel Agent

Sep 2011 – Jun 2015

Forever 21 is a fast fashion retailer with its headquarters in Los Angeles, California.

- Researched and issued company travel using Sabre GDS
- Balanced budget for projects and proposed details for executive approval
- Arranged corporate travel for executive employees, new store openings, and field work
- Resolved issues of traveling employees worldwide
- Managed schedules, send itineraries, and provided detailed travel instructions
- Issued meal advances and reviewed expense reports for approval

Digital Manga Publishing

Production Assistant

Feb 2011 – Sep 2011

Digital Manga is a company that licenses and releases English versions of Japanese comics (manga), anime, and related merchandise.

- Executed book production from acquisition to print
- Retouched images in Photoshop, create covers in Illustrator, and layout in InDesign
- Reviewed pages for missing elements, grammatical errors, and proper formatting
- Conducted teleconferences for potential letterers, translators, and editors
- Composed articles and newsletters for consumer and industry press releases

EDUCATION

GENERAL ASSEMBLY

UX Design, Research, Strategy

September 2017 - December 2017, 10-week immersive course

UNIVERSITY OF CALIFORNIA, IRVINE

Bachelor of Arts, Studio Art, Minor in Digital Art

2004 - 2009