



Simin Gu

User Experience & Interaction Designer

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WORK EXPERIENCE

Worthix Corp.

UX Designer, *August 2019 - Present*

- Designed and created an interactive prototype of all Statistics dashboards to show machine-learning results by using story-telling data visualization methods. Designed an Admin System to help the developer team to manage projects, machine-learning models and user permissions.
- Created the Worthix design system and built a B2B client persona. Analyzed and identified V2.0 product design-defects by conducting usability tests and interviews.
- Worked closely with the front-end team, machine-learning research team, and customer success team.

New York University

Product / UX Designer, *March 2018 - February 2019*

- Designed the mobile application, analytics dashboard, and website of online learning platform "ALIVE".
- Analyzed pedestrian's socio-visual behavior for self-driving cars in a city-like VR environment by developing a VR simulator using Unity 3D, and integrated it with HTC Vive and EEG system.
- As a Teaching Assistant of Augmented Reality taught graduate students how to use ARkit, Vuforia, ARcore, and Unity.

Multimer

VR Technologist, *January 2019 - June 2019*

- Developed a VR app for an architectural product using Unity 3D game engine, and integrated it with the Multimer's Biometric equipment into VR world using C#, HTC Vive sensor, and motion capture.
- Collected head and gaze movement data. Visualized and simulated data for analysis by VR content creator.

EDUCATION

New York University

Master, Integrated Digital Media, GPA: 3.9/4.0 | *September 2017- May 2019*

Focus on UX and interaction design

Nanjing University of Post and Telecommunication

Bachelor, Digital Media Technology, GPA: 3.81/4.0 | *September 2013- June 2017*

Focus on interaction design and media development

Selected Project

FireBeats - An Early Heart Attack Detection System

- Designed a healthcare app that collects data from wearable devices, providing personalized insights based on machine learning analytics, and alarms users in case of potential heart attack.
- Designed admin dashboard to effectively manage and monitor users' data, and alert them, if needed.

SKILLS

- UX Design
- UI Design
- Interaction Design
- Data Storytelling
- Prototyping
- User Research
- AR/VR Development
- Game Design
- Video Editing
- Multimedia Production

Tools

Design

- Sketch
- Adobe Creative Suite
- Figma

Prototyping:

- Principle
- Invision
- Axure

3D

- Unity
- Maya

Data visualization

- Tableau
- Power BI

PROGRAMMING

- HTML5 / CSS
- C#

AWARDS

New York University

- Merit Scholarship

NJUPT

- Presidential Honor List
- Dean's Honor List
- ShortFilm Prize