

SIMON GUO

UI / PRODUCT DESIGNER

Shanghai, China

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PROFILE

UI / Product Designer focused on turning complex digital products into clear, coherent and visually refined experiences. Experience across enterprise AI, B2B systems, responsive websites and multi-device products, with strengths in information structure, interface systems and high-fidelity execution.

EXPERIENCE

TOPPAN NEXT Advertising

Mar 2026 - Present

UI DESIGNER

- Design responsive enterprise, AI, B2B and brand-led digital experiences for Singapore and Southeast Asia clients; translate complex requirements into page structures, interface systems, prototypes and developer-ready handoff.

Independent Design Collaboration & Professional Development

Mar 2025 - Feb 2026

INDEPENDENT DESIGNER

- Collaborated on small independent projects, including a blind-box trading WeChat Mini Program and cryptocurrency / blockchain web experiences, while deepening product UI, responsive design and prototyping practice.

Shanghai Maishe Health Technology

Nov 2024 - Feb 2025

UI DESIGNER

- Designed a consumer WeChat Mini Program and multi-role operational interfaces for therapists, stores and regional teams, including journeys, permissions, dashboards and reusable components.

Shanghai Kaytune Industrial

Mar 2024 - Nov 2024

UX DESIGNER

- Improved user flows, information structure and visual UI for the Mengniu membership Mini Program in collaboration with product, operations and development.

Gtech Digital

Jun 2021 - Dec 2023

UX DESIGNER

- Designed client-facing digital products across web and mobile; developed UX structures, interaction patterns and high-fidelity UI with product, engineering and QA teams.

Hangzhou Yunpan Technology

May 2020 - May 2021

UI DESIGNER

- Designed logistics interfaces across desktop, tablet, mobile and operational hardware, including shipment tracking and outbound terminal systems.

Early Design Roles

Mar 2019 - May 2020

GRAPHIC & SMART DEVICE UI DESIGNER

- Worked across smart-device UI, web, Mini Programs, brand graphics and exhibition-related visual design.

SELECTED PROJECTS

OAI Enterprise AI Product Ecosystem

- Structured and visualised three technically complex AI products within one coherent responsive product story.

TLP B2B Product Experience

- Reorganised dense technical information around buyer intent and translated a desktop comparison into a focused mobile structure.

PlayPoint Digital Brand & Web Experience

- Responsive web design work spanning brand storytelling, services, project discovery and enquiry experiences.

CAPABILITIES

PRODUCT & UX

Information Architecture / User Flows / Responsive UX / Interaction Design

UI SYSTEMS

High-fidelity UI / Components / Visual Systems / Design Systems / Prototyping

DELIVERY

Figma / Developer Handoff / HTML/CSS Validation / Webflow / Rapid Prototyping

EDUCATION

Zhejiang Industry & Trade Vocational College

Sep 2016 - Jun 2019

Associate Degree - Industrial Design

LANGUAGES

Chinese - Native

English - Professional working proficiency