

SIMON GUO

PRODUCT DESIGNER

Shanghai, China

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PROFILE

Product Designer focused on B2B SaaS, AI and complex web applications. I turn complicated requirements, workflows and information into clear, scalable digital products through UX structure, high-fidelity UI, reusable systems and developer-ready Figma handoff.

EXPERIENCE

TOPPAN NEXT Advertising (Shanghai) Co., Ltd.

Mar 2026 - Present

UI DESIGNER

- Designed responsive enterprise, AI, B2B and brand-led digital experiences; translated complex requirements into information architecture, reusable interface systems, prototypes and developer-ready handoff.

Independent Design

Mar 2025 - Feb 2026

INDEPENDENT PRODUCT DESIGNER

- Delivered product, web and mobile design projects from UX structure and user flows through polished UI, reusable patterns, responsive design and final Figma handoff.

Shanghai Maishe Health Technology Group Co., Ltd.

Nov 2024 - Feb 2025

USER INTERFACE DESIGNER

- Designed a consumer WeChat Mini Program and multi-role operational systems, including journeys, permissions, dashboards, workflows, prototypes and reusable components.

Shanghai Kaytune Industrial Co., Ltd.

Mar 2024 - Nov 2024

USER EXPERIENCE DESIGNER

- Designed UX and interface solutions for a consumer membership Mini Program, translating business requirements into user flows, wireframes, high-fidelity UI and implementation-ready Figma files.

GTech Digital Co., Ltd.

Jun 2021 - Dec 2023

USER EXPERIENCE DESIGNER

- Designed B2B websites and digital products across information architecture, user flows, responsive interfaces, prototypes and reusable UI systems in collaboration with stakeholders and developers.

Hangzhou Yunpan Technology Co., Ltd.

May 2020 - May 2021

USER INTERFACE DESIGNER

- Designed logistics software and operational interfaces across data-heavy desktop workflows, interaction patterns and reusable components for day-to-day operations.

Zhejiang Lixi International Travel

Jul 2019 - May 2020

GRAPHIC & UI DESIGNER

- Produced customer-facing digital and interface design across campaigns and service touchpoints, building strong foundations in visual communication, layout and consistent UI execution.

Wenzhou Yichu Technology

Mar 2019 - Jun 2019

UI DESIGN INTERN

- Supported digital product UI and visual design, assisting with interface layouts, visual assets and iterative design reviews.

SELECTED PROJECTS

OAI Enterprise AI Product Ecosystem

- Structured complex AI capabilities into a clearer responsive product story and reusable UI system.

TLP B2B Product Experience

- Reorganised dense technical information around buyer intent across desktop and mobile experiences.

GTech Enterprise Website Experience

- Designed a clearer B2B web experience through information structure, responsive UI and implementation-ready design.

CAPABILITIES

PRODUCT / UX

Product Design / Information Architecture / User Flows / Interaction Design / Responsive UX

UI SYSTEMS

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

DELIVERY

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

EDUCATION & LANGUAGES

Zhejiang Industry & Trade Vocational College

Sep 2016 - Jun 2019

Associate Degree - Industrial Design

Chinese Native

English Professional working proficiency