

Zerui Guan

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Human Centered Design & Engineering graduate student with a data science foundation, focused on UX research, interaction design, and prototyping. Turn ambiguous user needs into intuitive, evidence-driven product experiences through end-to-end research, design, and cross-functional collaboration with engineering and product teams.

EDUCATION

University of Washington

Seattle, WA

M.S., Human Centered Design & Engineering

Sep 2025 – Jun 2027 (Expected)

Relevant Coursework: User Research, Usability Testing, Interaction Design, Information Architecture

B.S., Informatics (Data Science)

Sep 2022 – Jun 2025

Relevant Coursework: Data Analysis, Databases, Data Visualization, Human-Computer Interaction

EXPERIENCE

Product Intern (UX & Data)

Jun 2024 – Aug 2024

Oracle (China) Software Systems Co., Ltd

Shenzhen, China

Partnered with the billing product team to research, redesign, and validate core billing workflows, pairing UX methods with data analysis to improve usability and reduce support load.

- Lifted task completion 40% and cut user drop-offs 30% by running surveys, heatmap analysis, and A/B testing to pinpoint and prioritize billing-workflow pain points.
- Reduced billing-related support tickets 25% by redesigning the service-selection flow with simplified content and real-time cost estimation.
- Strengthened billing accuracy and customer-experience reliability by applying data analysis and machine-learning techniques to usage and pricing patterns.

PROJECTS

UX Design Lead — Scooter Reservation & Availability

Jan 2026 – Mar 2026

University of Washington · HCDE Team Project

Seattle, WA

Collaborated with a researcher and a designer to design a mobile app that helps commuters plan scooter trips with greater confidence.

- Surfaced key pain points around scooter availability, trip planning, and safety by leading mixed-method user research, including surveys and user interviews.
- Translated findings into personas, journey maps, and prioritized design opportunities focused on predictability and user trust.
- Designed and prototyped a mobile experience with availability heatmaps, reservation scheduling, and real-time notifications to reduce planning uncertainty.

SKILLS

UX Research & Design

User Interviews, Surveys, Usability Testing, Journey Mapping, Wireframing, Prototyping, Figma

Data & Programming

Python, SQL, R, Data Analysis, Data Visualization, Machine Learning

Tools & Languages

HTML/CSS, JavaScript, Git, Markdown · Mandarin Chinese (Native), English (Fluent)