

GODFREY GU

godfreygu1212@gmail.com • (606) 657-6335 • godfreyg.framer.website

EDUCATION

PARSONS SCHOOL OF DESIGN, NEW YORK, NY

DEGREE: Bachelor of Fine Arts (BFA), Product Design

EXPERIENCE

Milk & Hops // Creative Coordinator

New York, NY // January 2024 - Present

- Developed and executed data-informed digital campaigns using Adobe Creative Cloud, producing visual and short-form content that increased Instagram engagement by 28% and followers by 15% month over month.
- Collaborated with stakeholders to maintain consistent brand experiences across digital channels while developing standardized content workflows and creative guidelines, resulting in a 43% improvement in audience retention and brand recall.
- Researched audience behavior, platform trends, and content performance to optimize digital experiences, contributing to 35,000+ average monthly views and \$250,000 in year-over-year business growth.

Twist Bar NYC // Freelance UX/UI Designer

New York, NY // March 2024 - Present

- Conducted user research and competitive analysis to identify usability issues and redesign the company website in Figma, contributing to 10,000+ new site visitors and a 35% increase in website engagement.
- Restructured the website's information architecture and content hierarchy to improve navigation, discoverability, and overall user experience while supporting SEO performance, contributing to a consistent top 5 Google ranking for "cocktail bars in Chelsea".
- Translated user and business needs into improved website layouts, navigation patterns, and digital experiences focused on usability, accessibility, and conversion.

Andreas Migias NYS Assembly Campaign // Freelance UX/UI Designer

New York, NY // January 2025 - February 2026

- Designed and optimized a responsive campaign website in Figma, developing wireframes, user flows, and interactive prototypes to improve navigation, content clarity, and accessibility for diverse users.
- Applied user-centered design principles to organize campaign information and create intuitive pathways for users seeking candidate, policy, and election-related information.
- Collaborated with the campaign manager, communications team, and field organizers in a cross-functional environment to translate complex policy information into clear, user-friendly digital experiences.

Antler Artwerk // Freelance UX/UI Designer

New York, NY // July 2025 - December 2025

- Led UX/UI design ideation, user research, wireframing, and prototyping for digital products using Figma, Adobe Photoshop, and InDesign.
- Collaborated with cross-functional stakeholders to identify user needs and improve digital experiences through interface design, prototyping, and user-flow mapping, increasing task-flow efficiency by 50%.
- Developed digital design strategies that balanced user needs, business objectives, brand consistency, and usability across multiple customer touchpoints.

SKILLS

- Design tools: Figma, Adobe Creative Cloud, Canva
- Video & Motion: CapCut, Adobe Creative Cloud
- UX/UI capabilities: Wireframing, Prototyping, User Research, Usability Testing
- Languages: Chinese, English
- AI Tools: Adobe Firefly, Claude, ChatGPT

CERTIFICATE

- Google Coursera 2026: Foundations of User Experience (UX) Design
- Google Coursera 2026: Start the UX Design Process: Empathize, Define, and Ideate
- Google Coursera 2026: Build Wireframes and Low Fidelity Prototypes