

KEHUI (JASMINE) GUO

Toronto, ON | jasmineguokehui@gmail.com | +1 437 435 1303 | [kehuiguoxyz](https://kehuiguoxyz.com) (pw: love99)

SUMMARY

Product designer with 5+ years of experience shipping end-to-end SaaS and enterprise products across B2B and B2C. Combines interaction design craft with systems thinking and product strategy to drive measurable business outcomes—including >\$3M ARR, 60% sales growth, and 35% task-time reduction. Proven track record leading cross-functional teams, scaling design systems, and integrating AI-powered workflows.

EXPERIENCE

Senior Product Designer | Enable

Toronto, ON | Nov 2024 – Present

- Led end-to-end UX redesign of a low-adoption enterprise product as sole designer, delivering in 3 months under GTM pressure—onboarding 5 new enterprise customers and generating >\$3M in ARR.
- Owned the company-wide design system; shipped and maintained 50+ foundational components with 10k weekly insert across design team, improving UI consistency and dev handoff across 4 product suites.
- Served as de facto design lead for 4 months during a director vacancy—managing team operations, mentoring designers, driving stakeholder alignment, and rolling out company-wide rebrand while maintaining IC output.
- Embedded design into the SDLC through formalized critiques, cross-functional reviews, and QA; integrated AI tools (Figma MCP, Claude, Cursor) to accelerate prototyping and iteration.

Lead Product Designer | Kaseya

Miami, FL | Feb 2023 – Apr 2024

- Owned product design for 4 cybersecurity and compliance SaaS tools serving 6,000+ MSPs and SMBs globally, spanning complex multi-tenant enterprise workflows.
- Led 0→1 design of a new product area: facilitated roadmap workshops, mapped end-to-end user workflows, and shipped MVP through agile sprints with PM and Engineering.
- Redesigned a 10-year-old legacy desktop application into a modern web platform over 3 quarters—cutting task completion time by 35% and improving retention and scalability.
- Drove strategic initiatives resulting in 20+ feature launches that increased product sales by 60% within 3 months of deployment.

Product Designer | Motional (Hyundai/Aptiv JV)

Boston, MA | 2022

- Redesigned interaction workflows for an internal VR simulation tool used by UXR and Robotics teams, reducing setup time by 60% and error rates by 30%.
- Partnered with robotics researchers and 3D artists to prototype and validate flows using Unreal Engine 4, improving usability ratings from 3.4 to 4.5/5.

Product Manager | Tencent

Shenzhen, China | 2021

- Defined UX strategy and designed interaction flows for a gamification feature with engineers and data scientists—increasing DAUs by 200% and reducing Customer Acquisition Cost by 65%.
- Ran 3 rounds of A/B testing on engagement mechanics; iterated on data-driven insights to achieve 2x user activation rate.
- Designed onboarding and social sharing flows that directly increased viral coefficient and organic user growth.

SKILLS

Design & Strategy: Product Strategy, End-to-End Design, UX/UI, Interaction Design, Information Architecture, Design Systems, Prototyping, Visual Design

Research & Data: User Research, Usability Testing, A/B Testing, Data-Driven Decisions, Heuristic Evaluation, Survey Design

AI & Prototyping: Claude Code, Cursor, Lovable, Bolt, Vercel v0, Figma MCP

Tools & Technical: Figma, Miro, Framer, Jira, GitHub, Tableau, HTML/CSS, JavaScript, Vue.js, SQL

EDUCATION

Cornell University

M.S. Information Science — UX Design Concentration | GPA: 4.2/4.3

B.A. Information Science — Minor in Human-Centered Design | GPA: 4.0/4.3, Dean's List

Languages: English, Mandarin Chinese