Jing Guo

Lead Product Designer

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Lead Product Designer specializing in consumer communities and contributor engagement. Designs experiences that help first-time contributors find lasting value and reasons to return.
Led Yelp's Community Q&A from concept through launch and growth, alongside reviewer experiences spanning recognition, feedback, progress, and community.

Yelp

Lead Product Designer
2025 - now

Senior Product Designer
2024 - 2025

Product Designer
2022 - 2024

Community Products & Growth

- Conceived, validated, launched, and scaled Community Q&A, generating approximately 30K questions and 40K+ answers monthly across mobile and web, with content extending into search and AI experiences.
- Enabled nearly 7K new contributors monthly, with contribution activity achieving approximately 2× the one-year retention of review contribution.
- Established Yelp's first user-to-user discourse experience, with reusable interaction patterns for question threads, assisted prompting, business tagging, reactions, and community discovery.
- Connected community content to search and Yelp Assistant, reaching 8M+ monthly impressions and approximately 3M users.

Contributor Engagement & Retention

- Designed connected experiences across recognition, feedback, progress, annual recaps, contributor profiles, and Yelp Elite, to help people see their impact, find reasons to return, and continue contributing.

Design Leadership & AI Enablement

- Led hands-on AI learning sessions for Yelp's design organization and improved design-to-engineering workflows.

Doc.ai

Product Designer
2020 - 2022

SaaS Product Design

- Sole product designer for the Smart Omix web experience, taking a clinical research SaaS platform from product definition and information architecture through launch.
- Translated user and business needs into journeys, workflows, and product experiences in partnership with product, engineering, clinical, and sales teams.

System design

- Built a Material UI-based design system and SaaS product guide, with reusable components, usage guidelines, and Storybook and Chromatic documentation.

Education

Harvard University, Graduate School of Design

Master, graduated with distinction

Product strategy | Consumer communities & UGC | Engagement & retention | Growth | Interaction design | AI-powered experiences | User research | Design systems | Cross-functional leadership