

Richard Guo

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EDUCATION

Queen's University

Bachelor of Computing

Kingston, Ontario

2023 – Present

- **Academics:** Cumulative GPA: 3.9; Relevant Courses: Data Structures (A+), Discrete Math (A+), Computer Architecture (A+)
- **Awards:** Dean's List, Community Service Award

PROFESSIONAL EXPERIENCE

Mastercard

Associate Consultant Intern

Toronto, Ontario

May 2026 - Ongoing

- Shipped 3,700+ lines of VBA code to automate a T1 bank's client presentation workflow, eliminating 1,000+ hours of manual work
- Shipped 500+ lines of SQL for a QSR, building reporting solutions, resolving data pipeline issues, and delivering performance insights
- Supported 3 client readouts through analysis and deck development; owned internal meeting agendas, notes, and follow-ups.

EXL

Technical Consulting Intern

Toronto, Ontario

May 2025 - August 2025

- Created a full end-to-end A/B experimentation platform demo using Next.js, allowing CPG-retail clients to run AI tests and evaluate concepts
- Conducted competitor research, defining core platform architecture, translating high-level product ideas into technical requirements
- Developed UI/UX for experimentation platform on Figma improving usability and enabling visualization of workflows and experiment metrics
- Developed presentations and visual assets to communicate platform features, experiment results, and recommendations to clients.
- Created a client ready prototype framework to measure social-media engagement showing how the platform can analyze client campaigns

EXL

Data Intern

Toronto, Ontario

May 2024 - August 2024

- Deployed survey web app (HTML, SQL, Pandas) with database integration to collect responses from 60+ participants, enabling original research
- Researched and authored a 7-page white paper on gamification highlighting applications gamification in relation to sports data analytics
- Conducted stakeholder interviews with professionals from the WWE and MLB to inform research direction and validate findings

Synthio Labs

Marketing associate

Philadelphia, Pennsylvania

October 2025

- Worked with the CEO to engage with attendees; pitched Synthio Labs' product, ran tailored demos, and captured lead details to hand off to sales
- Built and designed conference assets, including business cards and an AI Photo Booth experience to pull attention in order to pitch
- Launched post-event marketing campaigns leveraging booth content and lead data to nurture prospects and reinforce brand recall

Vector Financial

Marketing Intern

Toronto, Ontario

May 2023 - August 2023

- Designed and launched social media campaigns creating animated video marketing posts and increased engagement by 132%
- Curated and segmented list of 10,000+ postal codes targeted for direct-mail campaigns for the target demographic of the company
- Assisted in general campaign operations including website updates, user profile fixes, contacting video companies for promotional content

EXTRACURRICULAR ACTIVITIES

Spotlight

Founder

Kingston, Ontario

August 2024 – August 2025

- Secured \$14,500 from QFII in seed funding and facilitated additional growth opportunities through investor pitches and strategic partnerships
- Launched the platform's preliminary website with user authentication, sign-up flows, and informational pages helping user acquisition
- Led the technical planning and product development for the platform, overseeing UI/UX design, feature prioritization, and integration of tools
- Managed a team of 6 across development, marketing, and partnerships, coordinating workflows to meet milestones and expand platform reach
- Established collaborations with 4 film festivals including the KCFF and supported casting for 4 productions, demonstrating product-market fit

Queen's Technology & Media Association (QTMA)

Developer

Kingston, Ontario

January 2024 - May 2026

- Developed AI-powered stock research tool, integrating natural language search for financial tables and a chatbot using Next.js, Firebase, OpenAI
- Experimented with retrieval-augmented generation (RAG) models and vector databases, improving contextual accuracy and AI response quality
- Applied prompt engineering techniques to align AI outputs with user needs, refining query performance and usability.
- Collaborated with team members on product ideation and business mechanics, contributing to core feature design and market positioning.
- Supported marketing and pitching efforts, including presenting the product at McKinsey's Toronto office.

Feed Kingston

Founder

Kingston, Ontario

March 2024 - August 2024

- Donated \$4,500 worth of food to local shelters in under two months by building operations infrastructure to redistribute student meals
- Coordinated team of 4, communications, and logistics to ensure sustainable operations and community engagement
- Executed targeted guerrilla marketing tactics within high-traffic food halls, pitch-converting foot traffic to capture weekly meal swipe donations

ADDITIONAL INFORMATION

- **Personal Projects:** AI assistant – Browser copilot assistant (2024), Queen's Student Test - (2025), AI pdf to Excel job automation - (2025)
- **Languages:** JS, Python, Java, C, HTML/CSS, SQL
- **Interests:** Fishing, Keyboards, Volleyball, Pokemon, Cooking, Lifting, Colognes, Travelling, Gardening,