

Wenbo Guo

UI/UX Designer

www.wenbo.design

wenbog@andrew.cmu.edu

+1 (347)331-1086

Education

Carnegie Mellon University

Pittsburgh, PA

Aug 2021 - Expected May 2023

Master of **Entertainment Technology**

University of Rochester

Rochester, NY

Sep 2016 - May 2020

Bachelor of Science in **Mathematics**

Bachelor of Arts in **Studio Arts**

& **Digital Media Studies**

Skills

UI/UX

Figma
Sketch
Adobe XD
Miro

Video/Motion

Adobe After Effects
Adobe Premiere
Final Cut Pro

3D Art/Design

Maya
Zbrush
Blender
Unity 3D
Substance Painter
Substance Designer

Graphic

Adobe Suite
PaintTool SAI

VR/AR

HoloLens
Quest 2
Spark AR

Quantitative Skills

Applied Statistics
Operation Research
Probability
Data Analysis

Programming

HTML/CSS
JavaScript
Latex
Python
R

Version Control

Perforce

Work Experience

Designer Intern, Creative Service | *Jam City*

Los Angeles, CA Jun 2022 - Aug 2022

- Followed style guides of different titles, designed and created 6 static banners, edited 4 videos and created 2 motion graphics for user acquisition and monetization of 6 Jam City's game titles and IP.
- Actively participated in bi-weekly creative reviews, design brainstorm sessions for Jurassic World Live, LoveLink, etc.
- Worked with producer and manager, based on feedbacks and data to iterate visuals, narratives and user acquisition assets.

User Experience Design Intern | *Red (Xiaohongshu)*

Shanghai, China Jan 2021 - Jun 2021

- Implemented company's design system to construct graphics and visual design, worked with product managers and another UX designer, supported the product through the execution cycle, and produced 2 videos to promote our products to end users.
- Managed department social platform accounts and UED Daily press, increased user base by 300%.

UX Designer & Co-founder | *Dataste Magazine*

Beijing, China Jul 2019 - Feb 2022

- Defined UX and UI components for the digital magazine platform, created user flows, interface layouts, and buttons; guided the whole product design life cycle from wireframes, user interfaces to digital marketing and promotion.
- Gathered and analyzed users' data and feedback, explored users' pain points, cooperated with the chief editor to produce iteration prompts every 2 months.

Team Projects

UX Designer, Producer | *SoulRounded*

Interactive exhibition with artist Renée Cox at a modern art museum
Pittsburgh, PA Jan 2022 - Jun 2022

- Conducted secondary research and competitive analysis, cooperated with clients to define business needs and user needs, specified demographic image.
- Coordinated a highly agile team to make the design decisions, used Maya to design and render 3 user journey plans in the location-based experience, ideated and prototyped two interactions with Kinect.
- The exhibition would be held from July to December 2022.