

Wayland Guo

Digital Designer

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Online Portfolio: www.waylandguo.com

EDUCATION

New York University, New York, NY

Steinhardt School of Culture, Education and Human Development
M.A. in Digital Media Design for Learning, GPA 3.93

May 2018

Anhui University of Finance & Economics, Bengbu, Anhui, China

B.A. in Business Administration, GPA 3.09

2016

HONOR

Scholarship: May & Samuel Rudin Multimedia Award, NYU Steinhardt

2017

EXPERIENCE

Creative Designer, Aumcore LLC, New York, NY

2018 - Present

- Designing and iterating website and mobile applications for 5+ clients collaborating with a diverse group of native and overseas designers and developers.
- Designed 10+ different marketing material such as information brochures and product catalogs.
- Engaging in other forms of creative design like UI/UX and illustration.

UI/UX & Visual Design Intern, App-App, Inc., New York, NY

2018

- Created wireframes and high fidelity user interface for both mobile and desktop app to improve user experience. Provided design documents to support the development of new functions of the app.
- Designed digital and printed material collaborating with sales team to promote marketing and communication with clients.

UX Research Intern, American Museum of Natural History, New York, NY

2017

- Worked in a team of three in Science Visualization Group in the Education Department. Conducted user research for multiple VR, touchable app, and motion sensing (Kinect) projects on 100+ museum visitors.
- Generated evaluation plans, analyzed data and composed reports for the projects mentioned above to assist the development team to iterate the design.
- Managed graphic design for internal documentation projects in the museum.

Designer of Multiple School Design Projects, NYU Steinhardt, New York, NY

2016 - 2018

- Gathered requirements via street interviews and other user research methods.
- Translated requirements into user interface including screen mockups and interactive prototypes. Created wireframes after researching and group ideation. Provided visual designs and concepts using Adobe Illustrator and Photoshop.
- Designed, conducted and analyzed several usability tests on prototypes.

SKILLS

Languages: Chinese (Mandarin), English

Computer: Adobe Creative Suite (Illustrator/Photoshop/InDesign), Sketch, Principle, Axure RP, InVision
Basic Understanding of HTML & CSS