

Wenbo Guo

wenboguo.com | wenbog@andrew.cmu.edu | +1 (347)331-1086 | Pittsburgh, PA

EDUCATION

Carnegie Mellon University

Master of Entertainment Technology

- Coursework: Building Virtual World, Visual Story, Improvisational Acting
- GPA: 4.00/4.00

Pittsburgh, PA

Aug 2021 - Present

University of Rochester

Bachelor of Arts in Studio Arts, Digital Media Studies (DMS)

Bachelor of Sciences in Mathematics

- GPA: 3.81/4.00; with 3.85/4.00 in Mathematics, 3.85/4.00 in Digital Media, 3.87/4.00 in Studio Arts

Rochester, NY

Sep 2016 - May 2020

SKILLS

- **Design:** HTML/CSS/JavaScript, Figma, Unity 3D, Maya, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Adobe InDesign, Substance Painter
- **Programming:** Latex, Python, R, Java (basic)
- **Quantitative Skills:** Applied Statistics, Operation Research, Probability, Data Analysis
- **Others:** Perforce

WORK EXPERIENCES

Xiaohongshu, Xingyin Information Tech Co.,Ltd

User Experience Design Operating Intern

- Used Figma as design tools, managed REDesign department social platform accounts and UED Daily press, designed modules in Daily press, built up UED departmental public images.
- Worked closely with company's design system, maintained weekly experience design documents.
- As manager and editor, increased social account followers from 6,000 to 24,000 (300%).

Shanghai, China

Jan 2021 - Jun 2021

Dataste Digital Magazine (Dataste Limited)

Co-founder & Design Consultant

- Based on user research, designed the general visual touch and determined targeted audiences of magazines; the first press achieved more than 1000 subscriptions.
- Collected feedback from readers, provided iteration prompts to editors for daily operating and updating for online digital magazine.
- Optimized viewers' visual experiences, based the digital magazine on Chinese pop culture and combined with trending pop stars to promote fashion culture.

Beijing, China

Jul 2019 - Present

China Energy Engineering Investment Corporation

Investment Analysis Intern, Investment and Development department

- Analyzed and visualized the data and risk information for a wind farm that has a market value of more than 600 billion Chinese Yuan (PingDing 100 MW Wind Farm). Designed visual presentations and reformed the complexed data into readable forms and charts for stock-holders.

Taiyuan, China

Jul 2019 - Sep 2019

Shrub Culture and Media Co., Ltd

IP Design Intern

- Based on local characteristics and cultural connotations, used SAI to design cartoonish IP (Intellectual Property) characters for local historic buildings, the Qiao's Compound.
- Designed logo and products based on cartoonish characters, combined logo with intangible cultural heritage, helped digitalize traditional Chinese IP.

Taiyuan, China

Aug 2018 - Sep 2018

RECENT PROJECTS

Building Virtual World

Designer & Artist

- Developed and designed video game prototype every two weeks.
- Took responsibility for gameplay design and interaction design. Used Maya to design and animate 3D models and characters; used Figma to design in-game user interfaces.

Pittsburgh, PA

Aug 2021 - Dec 2021

PAT - Pause and Think

Design Lead

- Took responsibility for UI/UX design for the whole project; designed visual communications and user action flows of the product, led prototype design and promotion plans.
- Cooperated with team members to conduct user research of the whole project, communicated with local high schools and parents; finished user interface design based on the research results.
- KIND Google Chrome plugin launched on Chrome plugin store during April to September 2020.

Rochester, NY

Sep 2019 - May 2020