



郭
GUO 小旭
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ショウシュ

GRAPHIC DESIGNER

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EDUCATION

09/2019 – 04/2022
@ Pasadena, CA, USA

ArtCenter College of Design

Graphic Design | MFA

09/2017 – 12/2017
@ Rome, Italy

UW Rome Center Study Abroad

Program: Studio Art in Rome

08/2014 – 06/2018
@ Seattle, WA, USA

University of Washington

Interdisciplinary Visual Arts | BA
Communication | BA

06/2016 – 08/2016
@ Hakodate, Japan

Hokkaido International Foundation

2nd-year Japanese and Japanese Culture

EXPERIENCE

06/2021 – 09/2021
@ Shanghai, China

Alibaba Cloud Gaming | UED Designer Intern

- Conceptualized and designed the visual identity for the B2B product (English Logotype, Chinese Logotype, PPT Template, etc.)
- Worked with the Developing team on micromotion and UI for the B2C product line. Provided 15+ motion effects and sound effects.
- Conceptualized and modeled the exhibitor booth for ChinaJoy 2021
- Edited audio effects for the self-developed game, app (TV os).

03/2021 – 06/2021
@ Shanghai, China

YME Creative Agency | Visual Designer Intern

- Independently conceptualized, designed, and manufactured the Dragon Boat Festival seeding box (box, collateral, seeding card, etc. 120 packages produced and seeded).
- Redesigned the studio's portfolio and visual identity.
- Designed the seeding package for Colgate's "World Smile Day 2021" campaign (box, invitation card, stickers, etc.)
- Collaborated with the team to conceptualize, design and executed more than 10 campaigns for brands as Levis, Pernod Ricard, etc.

05/2020 – 09/2021

Freelance Designer/Portfolio Mentor

- Designed logos, visual identities and posters for multidisciplinary companies including surf shop, jewelry brand, voluntary organizations, etc.
- Mentored an master-degree applicant with her portfolio and helped her obtained offers from ArtCenter, Otis, California College of Arts.

03/2019 – 07/2019
@ Shanghai, China

Style on Top Fashion Studio | Visual Designer

- Designed layouts for the daily articles of Wechat Account.
- Designed layout for the cooperative Wechat mini app with Sephora China.
- Shot and edited promotional images for Wechat articles and products.
- Worked with editors to complete visual research and prototyping

06/2017 – 08/2017
@ Seattle, US

JoyTravel Inc. | Marketing & Media Specialist Intern

- Designed flyers, banners, posters, and gift cards
- Managed the official account on 6 different social media / platforms
- Analyzed and created marketing strategies and ads

TOOLS & SKILLS

Photoshop

Illustrator

InDesign

After Effects

P5.js / Processing

Cinema 4D

Audition

XD

Typographic Design

Visual Identity Design

Web Design

Motion Design

Design Research

Event Planning

Collaboration

Self-Learning

LANGUAGES

Mandarin (Native)



English (Professional)



Japanese (N2)



OTHER EXPERIENCES

Gallery Assistant

Jacob Lawrence Art Gallery @ Seattle, WA, USA
03/2018 – 06/2018

Chinese Students & Scholars Association

University of Washington @ Seattle, WA, USA
05/2017 – 05/2018 Research/Design Department
05/2016 – 05/2017 Vice President
09/2014 – 05/2016 PR Department