

HONG GUO

I'm a bespoke design technologist. I very much embrace the use and application of state of the art technology to create original, beautiful and impactful emotional design for all clients, and I am able to offer a high-level delivery conceptually commercially and technically.

○ Key Skills

1. User experience design for mobile & web
2. Omni-channel experience design
3. Service design
4. Interaction design
5. Innovative concept creation and storytelling
6. Motion graphic/animation for film & TV
7. Highly effective communication with all levels
8. Excellence in both design & technical problem solving
9. Interdisciplinary collaboration & leadership

○ Academic Background

1. iOS App Development for iPhone/iPad Course (Media Training, London, 2013)
2. MA Film & Television Production (University of Bristol, 2005-2006)
3. BSc Software Engineering and Art Design (Tongji University, China, 2001-2005)
4. Animated Character Design Course (Central St. Martin College, London)
5. Children's Book Illustration Course (Central St. Martin College, London)

○ Skill Set

• Design techniques & process

Design thinking, Service design, Human centred design, Lean UX, Information architecture, Ecosystem, Task models, Customer journey, Experience mapping, Persona, Customer needs, Channel audit, Userflow, Wireframes with annotation, Wireflow, Agile, Accessibility standards.

• Creative Softwares

OmniGraffle, Sketch, Axure, Pixate, Flinto, InVision, Adobe Illustrator, Photoshop, InDesign, After Effects, Edge Animate, Premiere, Avid system, Dreamweaver, Captivate, Articulate Storyline

• Programming

Hand coding, HTML5, CSS3, JavaScript, PHP, Objective-C, C, C++, fast track absorption of all new programming languages

• Film & TV Production

Production design, editing (16mm & digital), producing, music video creation

• Music

Vocalist & pianist of group
The Psychedelic Manifesto

○ Languages

1. Mandarin (native tongue)
2. English (2nd language)
3. French (2 years part-time study)
4. German (1 year part-time study)

○ Experience

• AKQA [2015.11– present]

Senior User Experience Architect

• Monitise Create

[2013.11– 2015.09]

User Experience Architect

1. User experience design for mobile applications (iOS & Android, phone & tablet)
2. Omni-channel experience design
3. Service design
4. Present directly to client
5. Lead collaborative workshops with client and internally
6. Run skill-sharing workshop internally
7. Collaborate and communicate frequently with team members in different departments (user experience designers, strategists, visual designers, developers, project managers, QA...)

• Pure Mind Clothing

[2011 – present] **Art Director**

1. Co-found the label
2. Co-design all garments
3. Create overall branding
4. Design/develop online shop

• Deliverers Consultancy

[2013.8 – 2013.11] **Lead Designer**

[2007.11-2013.7] **Designer**

1. Lead a design team of 5
2. UI/UX design for mobile app
3. Website design & development
4. UI/UX design for online social platforms
5. Motion graphic & animation
6. Interactive e-Learning design & production
7. Multi-language & cross-platform projects

• Freelance [2003 – present]

1. Web design & development for Pure Mind Clothing (e-commerce)
2. Web design & development for SaludableOmaha-Youth Latino Health Movement
3. Web design & development, branding for band 'The Psychedelic Manifesto'
4. Music video for TPM's 'Standing On The Corner'
5. Set design for Sci-fi animation feature film

○ Key Achievement

1. Designed numerous mobile apps for A-list clients
2. Co-founded clothing label 'Pure Mind Clothing', co-design all garments
3. Released a number of albums (The Psychedelic Manifesto)
4. Numerous websites from concept to finish (Web designer & Developer, hand coding / Wordpress)
5. Motion graphics & animations for Deliverers Group (Motion Designer)
6. Production of 3D human face model display and editing system from scratch using C++ (Programmer)

○ Awards

1. Postgraduate Scholarship (University of Bristol)
2. 'Excellent Graduate Award' (Tongji University, 2005, 2003)
3. 1st Prize Scholarship in Software Engineering and Art Design 2003 (Tongji University)
4. 1st Prize Award in 'CG Works Science & Technology Competition 2003' (Tongji University)
5. Other 6 supplied on request