Yuxi (Annie) Gu

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Education

University of Southern California

B.A., **Media Arts + Practice**, School of Cinematic Arts

Minor: Artificial Intelligence Application, Disruptive Innovation

Aug 2023 - May 2027 | Los Angeles, CA

GPA: 3.96/4.0

Major Courseworks: World Building | Boardgame Development | AI for Media & Storytelling | Creative Coding | Video Production | Basics of AI | Sound Design | Web Design | Visual Design | Languages of Digital Media | 3D Modeling

Experience

FineBI, Brand Design

May 2025 - Aug 2025 | Wuxi, China

- Built visual identity system for the annual FineDay Digital Conference, extending from key visuals to online and offline event materials
- Independently managed social media design (WeChat, Douyin), producing event posters and promotional visuals that integrated data visualization features to convey product value and support marketing efforts

Vitally AI, GenAI Development Intern

Oct 2024 - Jan 2025 | online

- Use various generative AI tools to generate images, audio, and video clips to create commercial for X-META's immersive VR project, "Mission Ice Loong", the world's first ice and snow-themed immersive VR experience
- Led main editing and assembly of a 3-minute commercial for the project

Hewlett-Packard Information Technology R&D (Shanghai), UI Design Intern

May 2023 - June 2023 | online

- Researched current design trends & conducted user research about a shortcut email writing APP
- Created a pitch for the APP & created low-fidelity mockups & userflow for the APP using Figma

Involvement

HackSC, USC's Largest Hackathon Event, Product Design Lead

Jan 2024 - present | Los Angeles, CA

- Directed a team of 8 designers to create new design system, build new website with engineering team, ensuring cohesive communications across 6 departments & 60+ members
- Designed visual identity & UX of event materials, produced merch including clothes, bags, stickers
- Led planning & execution of 2024's Hackathon attended by over 300 participants

Haute Magazine, Visual Design Team

Jan 2025 - present | Los Angeles, CA

- Created magazine spread with photographs and writing using Adobe InDesign
- Contributed to a 350-page magazine, ensuring that spreads meet high-quality standards and align with the magazine's theme

Closeup, USC Asian Pacific Cinema Association's New Media Program, Graphic Designer

Aug 2024 - Dec 2024 | Los Angeles, CA

- Used Adobe After Effects to create animation title page of videos
- Participated in brainstorming, preparing, and filming on set for videos

USC Chinese Students & Scholars Association (CSSA), Marketing Department

Jan 2024 - present | Los Angeles, CA

- Worked with multiple departments on publishing daily posts for CSSA Wechat Public Account
- Designed layouts for posts based on different requirements and posters for event publishing

Skills

Design

Figma
Adobe CC
Blender
Touchdesigner
Final Cut Pro
Procreate

Soft Skills

Interaction Design
UI/UX Design
Prototyping
User Research
Graphic Design
Branding
Motion Graphics
3D Modeling
Visualization
Illustration
Photography
GenAI

Programming

HTML
CSS
Javascript
Processing
p5js

Python
- Scikit-Learn
- TensorFlow
- Pandas & NumPy

Language

English
Chinese
Spanish