

Heng Gu

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EXPERIENCE

EFI, CA — User Experience Designer

AUGUST 2016 - PRESENT

- Launched a successful learning platform using Learndot, a SaaS LMS
- Design, implement, and maintain user experience and interface of the company's new learning platform that serves more than 29,000 users.
- Create marketing materials for new learning platform including quick video tour, e-catalog, and brochures, leading to a successful migration launch as well as 3,500 new users within the first 3 months.
- Compose and develop innovative learning activities and compelling course content in a variety of formats such as print, video, simulation, podcast, and live stream for external and internal learners.
- Conduct research with subject matter experts to gather design requirements and build customer learning experiences.

CooPals, TX — User Experience Designer

MAY 2016 - AUGUST 2016

- Responsive Web Design and IOS/Android UX Design Designed wireframes and prototypes for web and mobile user interfaces.
- Created email templates for automated messages from the application.

Freelance UX/UI Designer, PA — UX/UI Designer

JANUARY 2014 - APRIL 2016

- Prototyping, motion graphics, branding strategies
- Website and mobile device UX&UI

Studio Alpha, Shanghai, China — Design Instructor

JULY 2013 - MAY 2016

- Mentored over 25 students in art and architectural projects, many of whom have got admitted to Harvard, Columbia, and uPenn.

EDUCATION

University of Pennsylvania, PA — Master of Architecture

KEY COURSES

Interfacing Cultures: designing for mobile, web and public media
JavaScript Programming for Planning Applications

Southeast University — Bachelor of Civil Engineering

Programming training of C++, structure force analysis using multiple methods

PROJECTS

Learning@EFI, EFI

Data Visualization | Costcogo | siEAT | GuDu | Mealer | CityAct | JIRA | CI

SKILLS

2D

Sketch
Adobe XD
Photoshop
Illustrator
InDesign
Captivate

PROGRAMMING

HTML
CSS
JavaScript
jQuery
Grasshopper

3D

Maya
zBrush
Cinema 4D
Rhino
Revit
MagicVoxel

PROTOTYPING

Principle
AfterEffects
Cinema 4D
Lumion
Camtasia

DESIGN

Prototyping
Wire framing
Storyboarding
Paper Sketching
Scenario

OTHER

SaaS
Tableau
JIRA
Confluence
PowerPoint
Prezi
Google Docs

AWARDS

Most Valuable Player, EFI

Above and Beyond Award, EFI

PennDesign Scholarship, PennDesign

Albert F. Schenck Memorial
Scholarship, PennDesign

E. Lewis Dales Traveling Fellowship,
PennDesign

Outstanding Design Award, Tsinghua
University

Scholarship for Excellence in Studies,
Civil Engineering, Southeast University

Award of Excellence in Studies
Department of Civil Engineering,
Southeast University

Outstanding Triple-A Student,
Southeast University