



# HENG GU

## Portfolio: iamheng.com

Email: guheng@alumni.design.upenn.edu  
Phone: 267.406.8886

### SKILLS

#### DESIGN

Prototyping  
Wireframing  
Storyboarding  
Paper Sketching  
Scenario

#### SOFTWARE

**2D**  
Illustrator  
Photoshop  
Indesign  
Sketch  
Xcode

#### PROGRAMMING

HTML & CSS  
JavaScript  
jQuery  
Python  
Grasshopper  
C++

#### 3D

Maya  
Unity3D  
Zbrush  
Cinema 4D  
Rhino  
Revit

#### Animation

AfterEffects  
Cinema 4D

#### Render

Lumion  
Maxwell  
VRay  
Keyshot  
Artlantis Studio  
Lumion

### AWARDS

Works demonstrated at  
**Venice Biennale 2016 Egypt Pavilion, 2016**  
**Pressing Matters II**  
Publication of PennDesign  
works published, 2015  
**End of Year Show**  
**PennDesign**  
official selection, 2013-2014  
**E. Lewis Dales Traveling Fellowship**  
winner, 2014  
**Albert F. Schenck Memorial Scholarship**  
PennDesign  
honorable mention, 2013  
**PennDesign Scholarship**  
recipient, 2012-2016  
**Outstanding Design Award**  
**Tsinghua University**  
recipient, 2011  
**Scholarship for Excellence in Studies**  
**Department of Civil Engineering, SEU**  
recipient, 2008-2011  
**Award of Excellence in Studies**  
**Department of Civil Engineering, SEU**  
recipient, 2009-2011  
**Outstanding Triple-A Student, SEU**  
2011

### EDUCATION

**May 2016** University of Pennsylvania | Philadelphia, PA  
**June 2012** Master of Architecture, School of Design  
Graphic design training from hand sketch to computer software.  
Design research through interviews and algorithmic methodologies expressed in data visualization.  
Key courses:  
INTERFACING CULTURES: designing for mobile, web and public media  
JavaScript Programming For Planning Applications

**Dec 2015** Architectural Association (AA) | London, U.K.

**Sep 2015** School of Architecture (study abroad program)  
Fashion show curation  
Design combined with automatic hand (CNC machine)

**Jun 2012** Southeast University | Nanjing, China

**Jun 2008** Bachelor of Science, Civil Engineering, GPA 3.74/4.0, Best Ranking 3/170  
Programming training like C++ and java  
Structure analysis using multiple methods  
Force analysis for various materials  
Advanced group working in structure modeling.

### EXPERIENCE

**Present** Freelance Designer | Philadelphia, PA

**Jan 2015** UI & graphic designer  
Visual and graphic design practice; web and mobile app design practices; branding Design and marketing; character prototyping for board games

**Present** Studio Alpha | Shanghai, China and Online

**Jul 2013** Instructor  
being one the leading teachers in one of the most successful architectural instructional start-up institutions in China. Giving public lectures and one to one tutoring online combined with in-person teaching. Getting experience in tutorial storyboarding and making, software teaching and dealing multiple e-learning projects.

**Dec 2014** Coop Himmelb(l)au | Vienna, Austria

**Sep 2014** Intern  
Worked in Erweiterung Musik Universitat Wien, a competition project, including sketch models, digital modeling and parametric building skin design

**Aug 2014** Adrian Smith + Gordon Gill Architecture | Chicago, IL

**Jun 2014** Intern  
EXTELL 865 in NYC, focus on the structure system and BMU of Top of House part  
Astana Expo 2017 for Rhino modeling, Revit modeling, Rendering

**Jul 2013** ARUP Associates | Shanghai, China

**Jun 2013** Graphic Design Intern  
Completed for project diagrams, modeling, renderings and presentation boards.

### PROJECTS

**Present** CooPals

**Aug 2016** Responsive Web Design and IOS/Android UX Design  
Conducted multiple wireframes and prototypes for web and mobile user interfaces. Created in-depth features including on-time meeting

**July 2016** Omnifood

**June 2016** Responsive Web Design Exercise using HTML, CSS, JavaScript and jQuery

**June 2016** MEALER | Philadelphia, PA

**Jan 2016** User Research & UI Design  
Built consistent and clean wireframes and prototypes and Illustrator Conducted deep user research on interactive interfaces for a responsive web app.

**June 2016** cityAct | Philadelphia, PA

**Jan 2016** UI Design  
Developed a responsive mobile app, created attractive user interfaces and implemented multiple prototypes