

# Heng Gu

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## EXPERIENCE

### EFI, CA — User Experience Designer

AUGUST 2016 - PRESENT

- 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

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