

# GUIFEI TENG

Designer

## Overview

As a current WMC student, I am focused on mastering web design, UI design, and mobile application development, combining my skills in programming and user-centered design to enhance digital experiences.

### Address

Dubrovnik  
Croatia

### Email

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### Phone

0957696068

## Employment History

### Creative Director at FEisty Studio, Shanghai

October 2021 — December 2023

- Led the team to produce government propaganda short films, such as anti-drug educational content, targeting young audiences.
- Managed project timelines, team communication, and customer needs analysis.
- Applied digital media technology to innovate short video and new media advertising content creation.

### Skills

Microsoft Office  
CSS  
Figma  
Adobe Photoshop  
HTML  
H5 Promotions  
UI/UX Design  
Web design

### Languages

Mandarin  
Cantonese  
English

### Designer at Meredith (Shanghai) Business Co., Ltd., Shanghai

July 2019 — June 2021

- Participated in creating electronic invitations, including visual design and interactive features.
- Collaborated with the team using tools such as PS and AI to optimize the post-production process and improve production efficiency.
- Created H5 promotions, applying basic UI design to enhance user experience in ads and digital content.

### Hobbies

Photography, Badminton, Reading,  
Exploring Design Trends, Open  
Source Contributions

## Education

### RIT Croatia at Dubrovnik

January 2024 — Present

### Hezhou University at Hezhou

Bachelor of Arts

September 2015 — June 2019