

“hey, this is kim.

[kim guo - design portfolio]

1. UI/UX design
2. graphic design

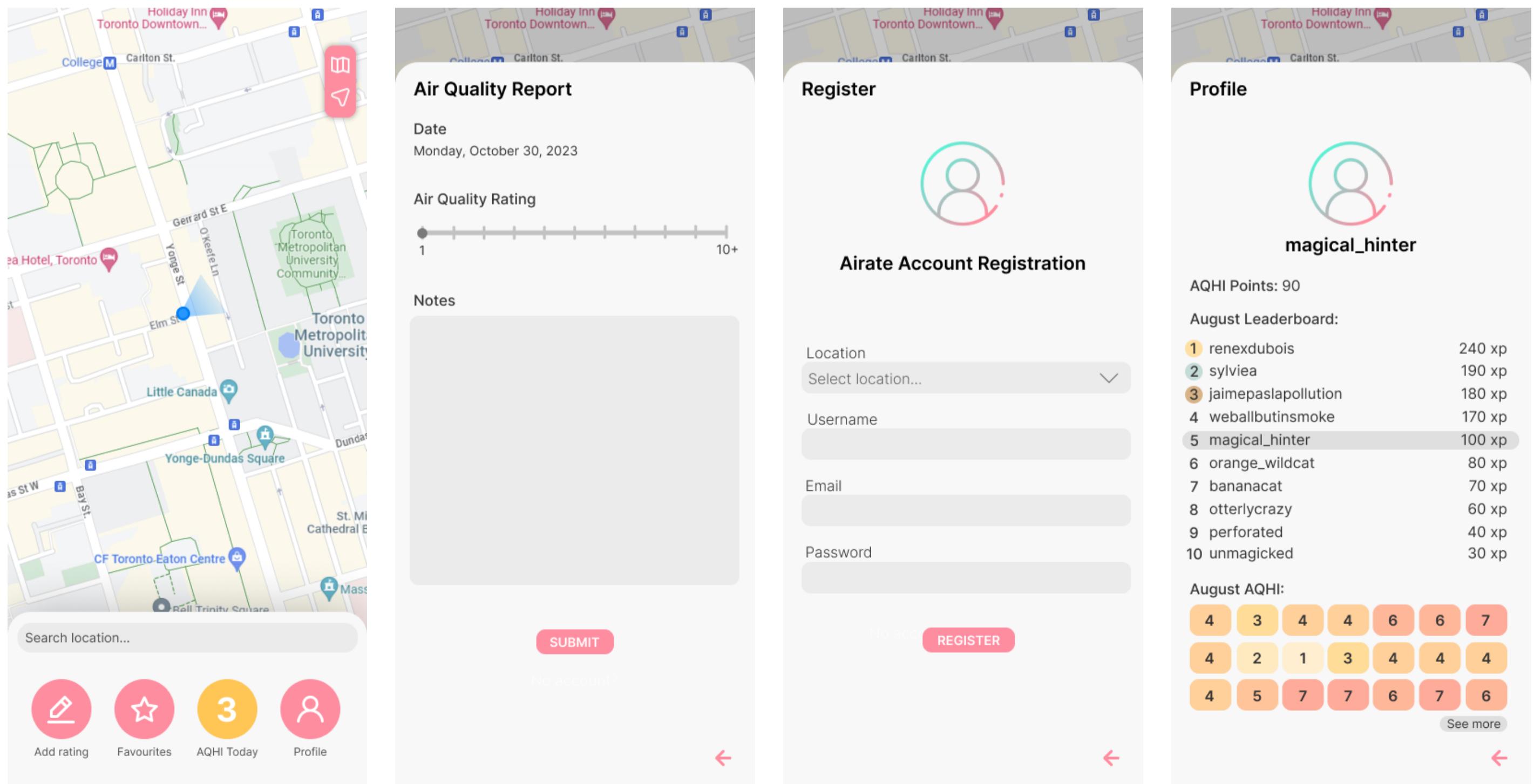
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Airate - UI/UX design

Hack the 6ix 2023 Project | Figma

In August 2023, I participated in Hack the 6ix as a hacker, where I took on the design and front-end developer role. We created an application with the purpose of collecting data from users on the air quality of the region, and display it on the map portion of the application for all users of the application to be able to view. I designed the UI and UX, and focused on creating a simple and modern style application. The design of this project began with a different colour scheme, with more green and orange tones, and further down the design process, to modernize it, I changed the green and orange colours (and added pink to be able to create a colour scale from orange/yellow to pink), to act more as accent colours, and created a simpler colour scheme, with more focus on tones of white and grey to not overwhelm the users of the app with too many colours. The final design is shown to the right, with a similar style to the Apple Maps app, where a large portion of inspiration for the UI design of the application derived from. I am currently also a designer for Hack the 6ix, and am working on design assets and the website for the upcoming year.



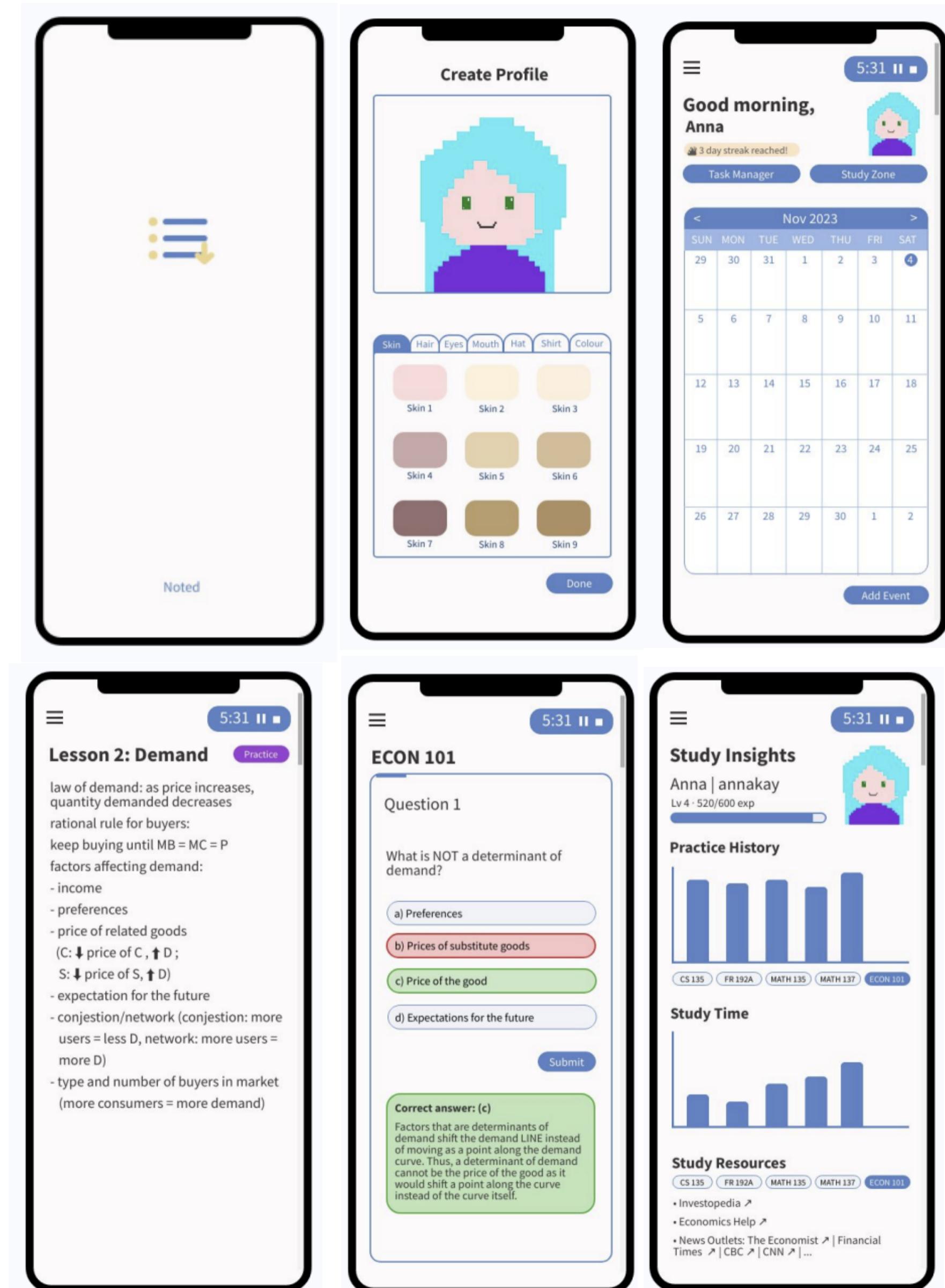
Noted - UI/UX design

McMaster Designathon 2023 Project | Figma, MockFlow

In November 2023, I participated in the McMaster Designathon and worked on a project in response to the prompt of creating an application concept for an AI-powered learning application.

I created a task management and notes application, with the purpose of being available both on desktop and mobile, with features including tasks and events shown in calendar, list, and kanban board views, a file and notes management system using folders and pages, and included the AI-powered learning aspect as a generative AI that would take the notes written in the pages and convert them into a question set for the user to study with. Moreover, it would also provide study resources and insights based on the history of the user's performance during the generated practice sets.

I created the logo design and UI/UX design by myself using Figma and MockFlow (as requested by the project prompt), and chose a colour scheme with blue and yellow as the primary and secondary accent colours. During the process of creating this application concept, I also went through all the steps in the design process, including brainstorming for ideas, performing research (both online and user research), creating low-fidelity wireframes, and then converting them to high fidelity wireframes for the final product after testing.





UW CS Club

Community Representative Lead, Designer | August 2023 - Present

As a designer and the community representative lead of the University of Waterloo Computer Science Club, I have participated in many rounds of ideating and creating designs for the club. As a designer, I have completed over 15 marketing posts for the club, a selection of which are shown to the right.

As the community representative lead, I also work on ideating the designs for the club merchandise, including designs for this term's sweaters, tote bag design, stickers for recruitment, and the previous term's t-shirt design, stickers, and beanie.

The full selection of marketing posts is available on the [CSC Instagram](#).



The image displays a grid of 10 marketing post cards for the UW CS Club, each featuring a blue cat mascot. The cards are arranged in two columns and five rows:

- Row 1:**
 - Internship Guide**: A guide for resume help and interview prep.
 - Build Networks in Tech!**: An event for networking with Scotia Bank, CSE, and other companies.
- Row 2:**
 - CSC Fall '23 Photo Gallery**: A collage of photos from the fall term.
 - Winter 2024 Elections & General Meeting**: Information about elections and a general meeting.
- Row 3:**
 - Valentine's Code Party!**: A code party for Valentine's Day.
 - CSC Circles Kickoff!**: The first event of the term.
- Row 4:**
 - CSC Circles Kickoff Extension**: An extension of the Circles kickoff.
 - Internship Insights**: Information about personalized resume reviews.
- Row 5:**
 - CSC Codelympics II**: A competitive programming contest.
 - CSC Competitive Programming Contest**: Another competitive programming contest.
- Row 6:**
 - CSC Circles Easter Egg Hunt!**: An Easter egg hunt for the last Circles event.

brochure design

COMMST 223 Assignment | November 2023

As part of one of my COMMST 223 assignments, we were tasked with creating an infographic on our presentation topic to the class, which we chose to be hidden study spots on campus. I took on the role of creating the infographic, which is a brochure and can be seen on the right.

The first image depicts the outside 3 thirds of the brochure, with the rightmost third being the cover page section of the brochure. The second image depicts the inside of the brochure, with each third depicting a different “hidden study spot.”

I decided to take a relatively informal approach to the infographic, using bubbles throughout the brochure to branch off of the initial speech bubbles / “text message” bubbles in the cover page.

Moreover, some hidden Easter eggs in the infographic include that the goose in the cover page was intended to be slightly “hidden” in the background to reflect the title, and regarding the content inside the brochure, the SJU Library’s header was placed higher because the study spot is mainly on the second floor, and CMH ground floor was placed at the bottom of the frame to reflect that it is the ground floor of the building.

The infographic is a brochure design for hidden study spots on Waterloo Campus. It features a dark blue background with white and light blue text bubbles. The cover page (rightmost third) includes a map of the campus showing locations like SLC, E7, SJU, and CMH. Inside the brochure (left two thirds), there are three main sections: "STUDY SPOT #1: SJU Library" (second floor), "STUDY SPOT #2: Engineering 7" (24/7), and "STUDY SPOT #3: CMH Ground Floor". Each section provides details like WiFi speed, noise level, proximity to amenities, availability, and comfort. A large, semi-transparent graphic of a Canada goose is visible in the background of the cover page.

WHERE SHOULD YOU STUDY?

If you like studying alone and in a quiet area, try:

SJU Library

If you like both studying alone and studying in groups and want a place where you can do both, try:

Engineering 7

If you mainly like studying with other people / in groups, try:

CMH (1st Floor)

Criteria Considered:

- WiFi speed
- Noise level
- Proximity to amenities
- Comfort
- Availability of Seating
- Open hours

STUDY SPOTS:
Locations on Campus

TOP HIDDEN STUDY SPOTS ON WATERLOO CAMPUS

STUDY SPOT #1:
SJU Library

M-F: 9am-9:30pm | Wkd: 12pm-5pm

WiFi: 151.7 MB/s ↓ 138.4 MB/s ↑
Noise: ~55 dB; mostly white noise

Proximity to Amenities:

- Washroom: just outside library entrance
- Food: Funcken Café

Availability: 50% full
Comfort: variety of chairs, from couches to cubicle/desk chairs

STUDY SPOT #2:
Engineering 7

Open 24/7

WiFi: 179.8 MB/s ↓ 156.3 MB/s ↑
Noise: ~49 dB

Proximity to Amenities:

- Washroom: on ground floor
- Food: E7 is right beside University Plaza

Availability: 70% full
Comfort: variety of average chairs

STUDY SPOT #3:
CMH Ground Floor

Open 24/7

WiFi: 235.65 MB/s ↓ 382.19 MB/s ↑
Noise: ~55 dB

Proximity to Amenities:

- Washroom: close by, on 1st floor
- Food: Cafeteria in CMH, wide variety of food (+ takes meal plan!)

Availability: 80% full
Comfort: Average desk chairs

I hate studying at DC.

But I don't want to study in my room either.

Where am I supposed to go to study? 🤔

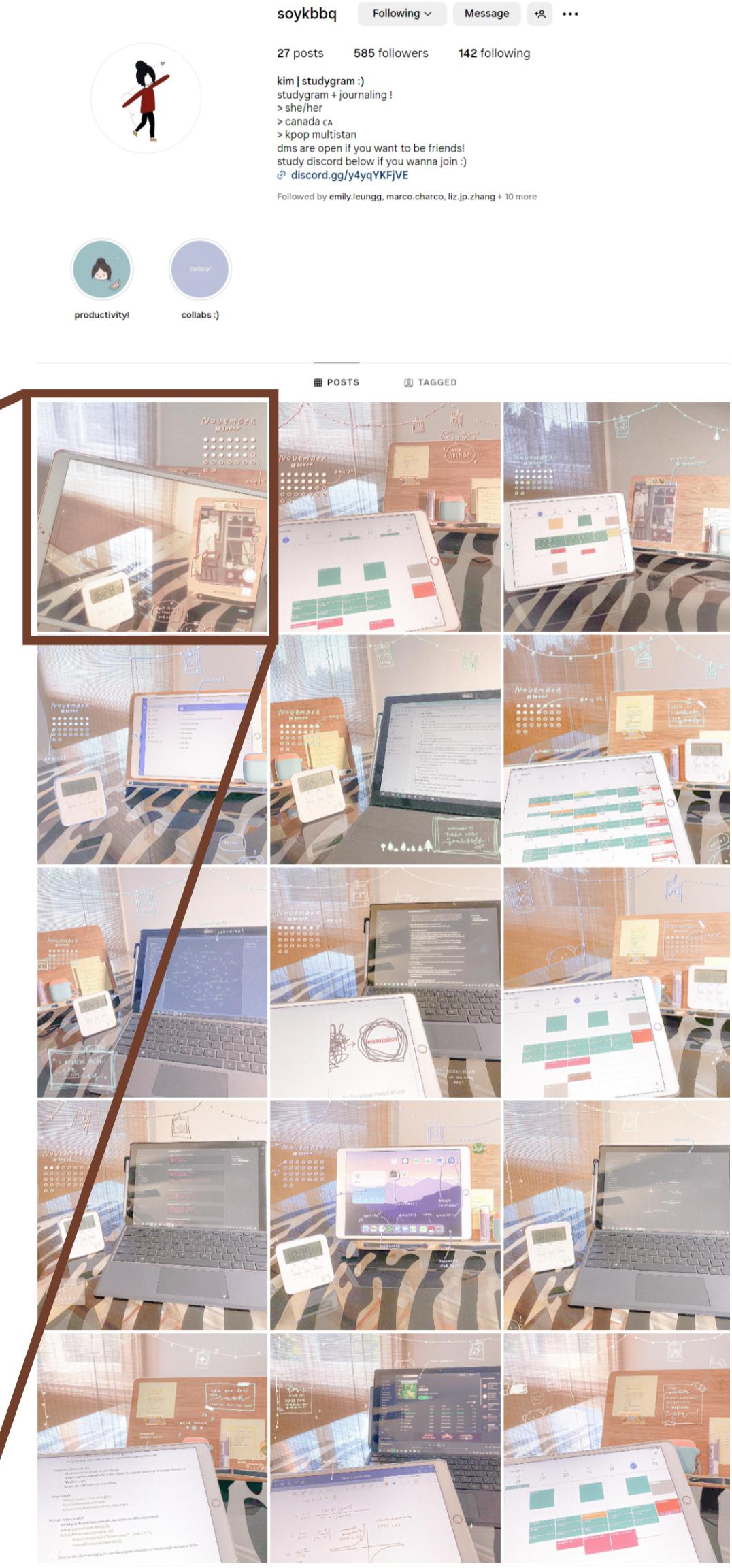
Shhhhh...

soykbbq (studygram)

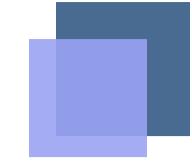
studygram | 2020

In 2020, the COVID-19 pandemic hit, and thus, we all had a lot of spare time on our hands. One passion project I picked up was creating a studygram, where I would take daily photos of my desk setup with various compositions, and edit them in a cozy style with doodles around the image.

I updated this studygram for several months, and archived it around November of 2020. However, during the experience of creating and working on the studygram, I explored various colour themes and styles, from photographing a traditional journal to photographing digital organization setups, and I also experimented with colour themes, ranging from the basic white to colours such as green, purple, and brown. My favourite style was the final one (shown in the images) of the brown theme, depicting a combination of a cozy, wooden and brown theme with technology for a connection between a retro and a futuristic style.



high school clubs [FBLA, quilt club]

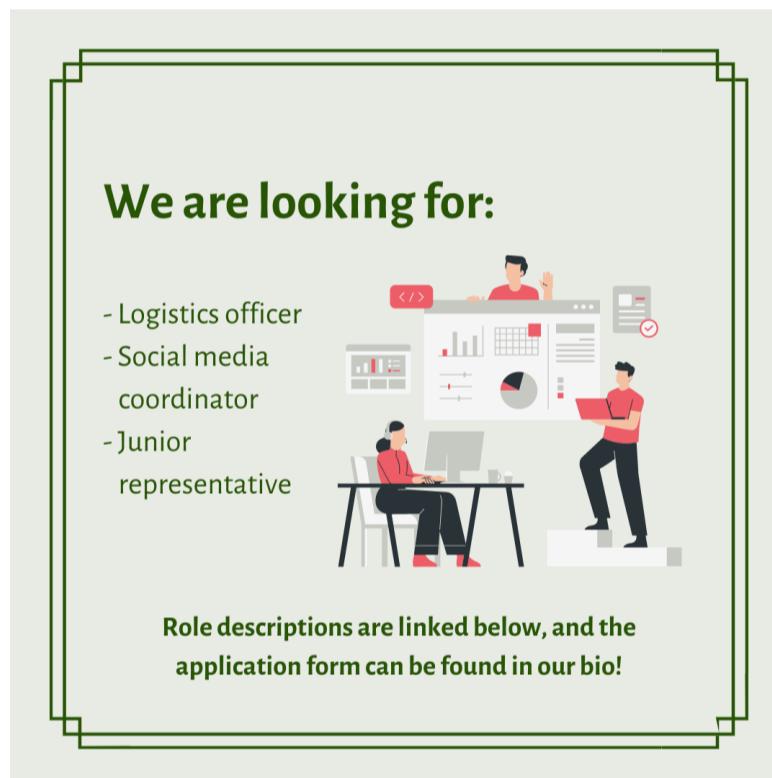


FBLA: junior representative → VP of training → president | Canva [June 2020 - June 2023]

quilt club: co-founder, co-president | Canva [June 2022 - June 2023]

Throughout high school, two of the clubs that I was an executive of were Bayview FBLA, which is a large business club, and quilt club, which is a charity club that I co-founded with two others. During my time as an executive of these clubs, I created various posts and marketed them on social media, mainly Instagram, in various different styles based on the intended audience of the club—as can be seen by the slightly more “corporate” style for FBLA, and the more illustrative and friendly style portrayed by the quilt club marketing post designs.

bayview quilt club!



bayview fbla!

