

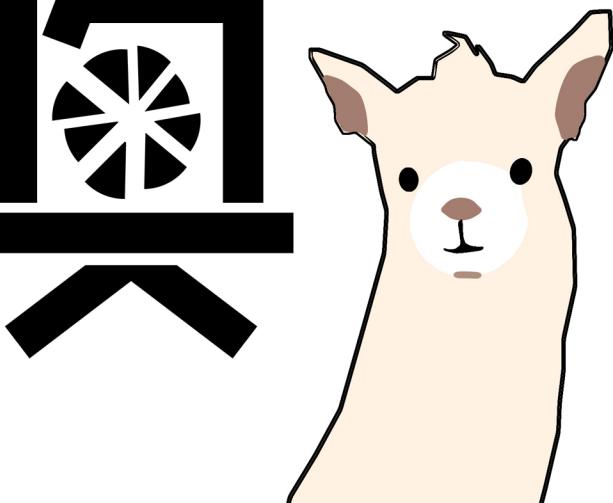
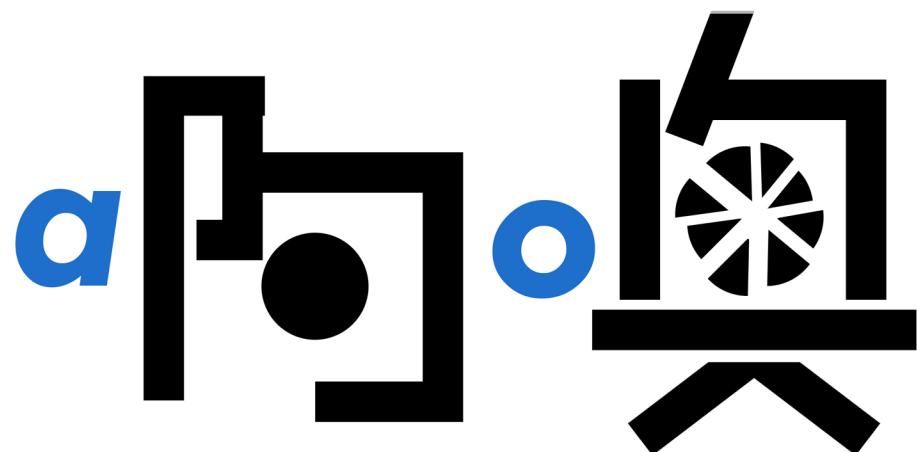
Weihong Rong

_samples

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ao logo design

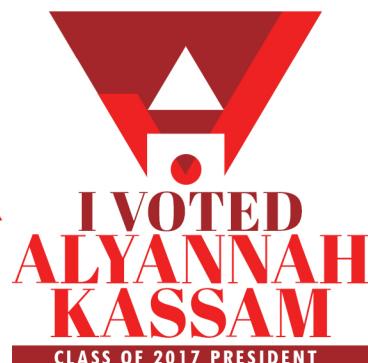
logo design for hospitality start up ao targeting young Chinese customers seeking vacation rentals.



class council campaign

created all visual materials for
student body president campaign.

HEADING HEADING
#8B272A
BODY BODY
#EE2222



The vertical stack of campaign materials includes:

- A black and white portrait of Alyannah Kassam with her campaign logo in the top right corner.
- A red and white graphic with the text "It's Time." and the campaign logo.
- A black and white portrait of Alyannah Kassam with the text "It's Time." and the campaign logo.
- A red and white graphic with the text "It's Time." and the campaign logo.
- A black and white portrait of Alyannah Kassam with the text "Have you VOTED?" and the campaign logo.
- A black and white portrait of Alyannah Kassam with the campaign logo at the bottom.

VOTING BEGINS MARCH 14

public journal

public journal is an independent journal seeking to expose the rhapsody of campus life through a collection of text and visuals.
see more at thepublicjournal.com

A screenshot of a web browser showing the homepage of "The Public Journal". The address bar shows "thepublicjournal.com".

The main visual is a textured, light brown map of a campus or city area. Overlaid on the map are several dark, irregular shapes containing white text: "pej" in a large, central black blob, "read" in a smaller tan blob, and other smaller shapes with letters like "T", "U", "B", and "A". A small white cursor arrow points towards the "read" blob.

submit
for anything longer, email us; tell us a name or we'll keep it anonymous.

about
hi, we are the public journal.
founded in an attic, our mission is to free your inner demons and give them a twisted playground to live in.
we plant the seed from your darkest secrets, so they can blossom into something beautiful.
we create a blank canvas that you can fill with your imaginative viscera.
we are you; you are us.
nate + wei

submit your feelings at
cu.publicjournal@gmail.com
(spam us, we dare ya)

Instagram + facebook + email
some rights reserved, the public journal, 2016



Recycle Bin

thread

Thread is a fashion magazine that acts like a design organization, thought platform, and artistic collective.



establishment

this project created promotional visuals, including a menu, posters and Social Media assets for a Cuba themed restaurant management night.

Starter

Camarones al Ajillo

Sautéed shrimp, garlic, lime, potatoes, tostones or fried green plantains

\$9

Entrée

Picadillo

Ground beef, tomato sauce, potatoes, raisins, olives, yucca cake, fried egg, avocado salad

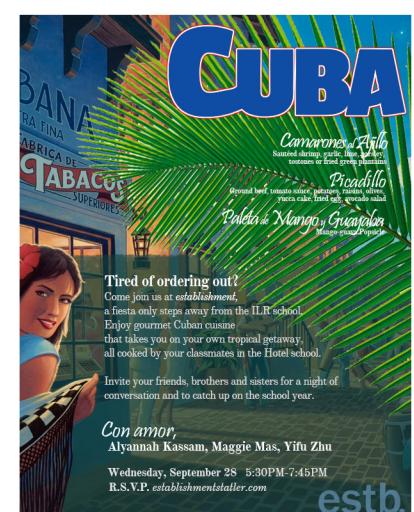
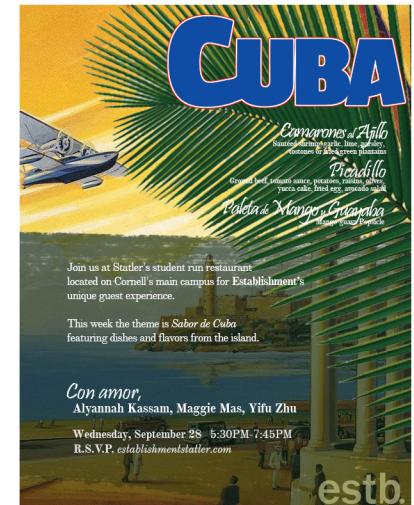
\$13

Dessert

Paleta de Mango y Guayaba

Mango-guava Popsicle

\$6



GoTime

Created UX mockups for a proposed bus app targeting college campuses.

The image displays three separate mobile phone screens, each showing a different view of the GoTime app interface. All three phones show a red header bar with the text "GO TIME" and "maps".

- Left Screen:** Shows a circular thumbnail of "ROCKEFELLER HALL" above a circular thumbnail of "BALCH HALL". Below these are the words "TIME" and "8:00a". At the bottom is a blue button labeled "GET A BUS" with the subtext "Every bus ride reduces CO2 emissions enough to save a baby whale!"
- Middle Screen:** Shows a list of stops for bus route 82 starting from "BALCH HALL". The stops listed are: Hasbrouck Apt., Jessup Rd., RPCC (Townhouses), Balch Hall, Goldwin Smith Hall, Sage Hall, Anabel Taylor Hall, and Schwartz Auditorium. A "BACK" button is at the bottom.
- Right Screen:** Shows a list of stops for bus route 82 starting from "BALCH HALL". The stops listed are: BOARD 8:03a, Hasbrouck Apt., Jessup Rd., RPCC (Townhouses), Balch Hall, Goldwin Smith Hall, Sage Hall, Anabel Taylor Hall, Schwartz Auditorium, and BOARD 8:15a. Below this is another list for bus route 70 starting from "RISLEY HALL". The stops listed are: BOARD 8:06a, Rockefeller Hall, Balch Hall, and Risley. A "BACK" button is at the bottom.

A large red banner at the bottom left features the "GoTime" logo in white, stylized letters. To the right of the banner are three iPhone screens demonstrating the app's features:

- Top iPhone Screen:** Shows a "routes" list with three items: route 82 (board: Risley, arrive: CTown 5:30 PM), route 73 (board: Balch, arrive: CTown 5:44 PM), and route 82 (board: Risley, arrive: CTown 6:00 PM). Buttons for "FIND BUS" and "SEE BUSES" are at the bottom.
- Middle iPhone Screen:** Shows the main search interface for "CORNELL UNIVERSITY". It includes fields for "to" (Home or Commons), "from" (current location), and "time" (4:20 PM (Now)). A large blue "GET A BUS" button is centered. Below it are "FIND BUS" and "SEE BUSES" buttons.
- Bottom iPhone Screen:** Shows a "route details" screen for route 82. It lists stops: Rockefeller Hall (6:00 PM), Balch Hall (6:03 PM), and Risley (6:09 PM). It also shows a map of Cornell University with bus route lines and icons for other routes like 71, 82, 30, 90, 92, and 10.

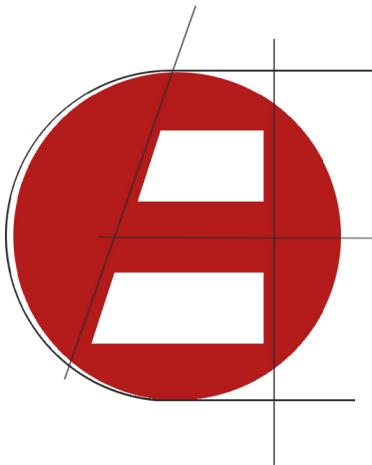
misc

sample of freelance/personal projects



C:EA

CORNELL
EFFECTIVE ALTRUISM



E
EFFECTIVE ALTRUISM
CORNELL

