

WEIHONG RONG

bepetty.org/sample.pdf
786 2665894 /wr85@cornell.edu

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ao logo design

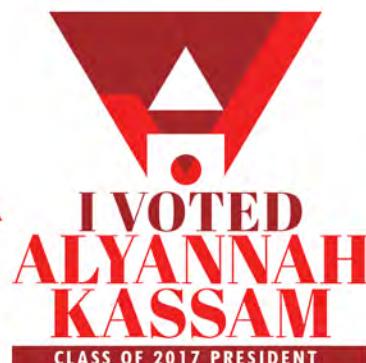
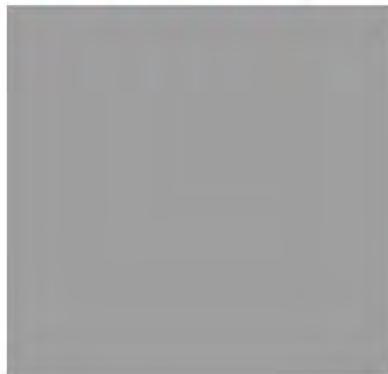
logo design for hospitality start up ao targeting young Chinese customers seeking vacation rentals.



class council campaign

created all visual materials for
student body president campaign.

HEADING HEADING
#8B272A
BODY BODY
#EE2222



public journal

public journal is a independent journal seeking to expose the rhapsody of campus life through a collect 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 says "thepublicjournal.com".

The main visual is a textured, light brown background featuring abstract shapes and a central black blob containing the letters "pej". Below this image is a small footer note: "Instagram + facebook + email" and "some rights reserved, the public journal, 2016".

On the right side, there's a "submit" button and a smaller text area: "for anything longer, email us; tell us a name or we'll keep it anonymous."

A "about" section follows, containing the text: "hi, we are the public journal." and a mission statement: "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." Below this is the signature "nate + wei".

At the bottom right is a callout bubble with the text: "submit your feelings at cu.publicjournal@gmail.com (spam us, we dare ya)".

The bottom of the screen shows the Windows taskbar with various pinned icons.

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

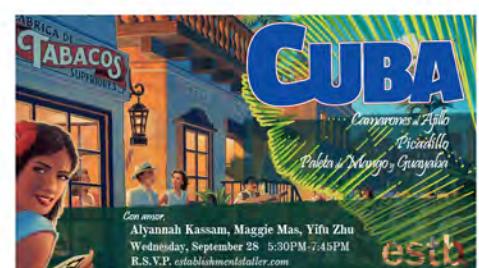
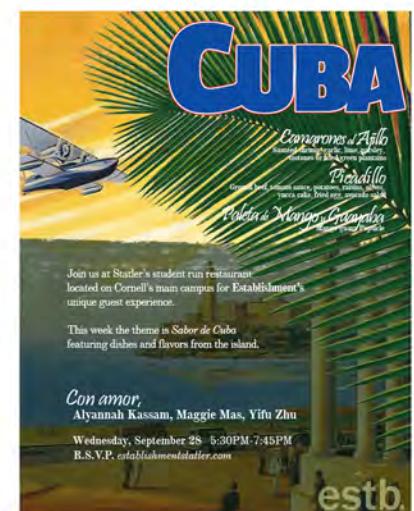
\$13

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".

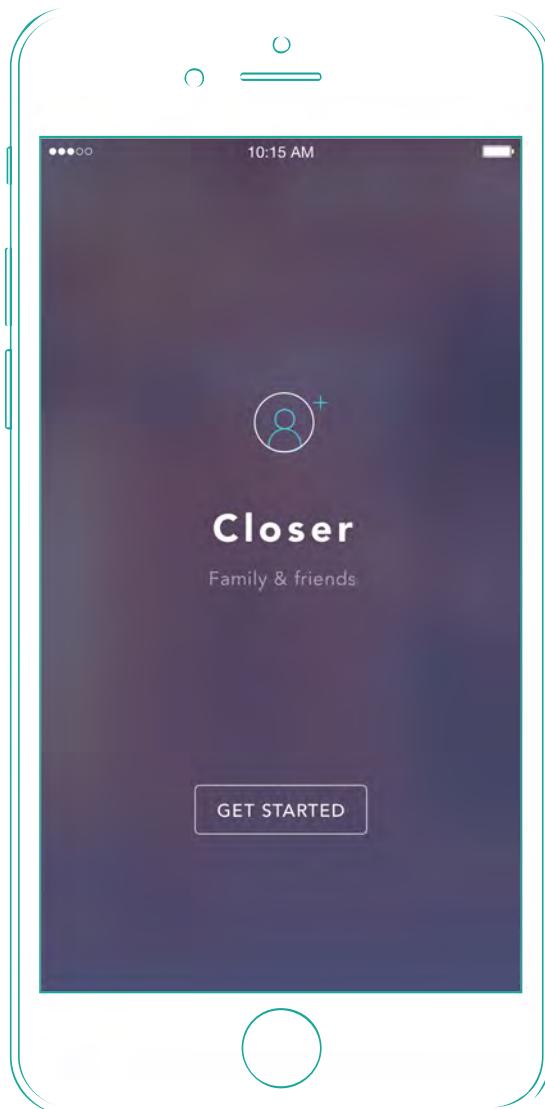
- Left Screen:** Shows a circular thumbnail of a building labeled "ROCKEFELLER HALL" and another circular thumbnail below it labeled "BALCH HALL". Below these thumbnails is a section labeled "TIME" with the text "8:00a". At the bottom is a blue button labeled "GET A BUS". Below this button is a small text message: "Every bus ride reduces CO2 emissions enough to save a baby whale!"
- Middle Screen:** Shows a list of stops for bus route 82. The first stop is "BALCH HALL BOARD 8:03a". The list continues with stops at Hasbrouck Apt., Jessup Rd., RPCC (Townhouses), Balch Hall, Goldwin Smith Hall, Sage Hall, Anabel Taylor Hall, and Schwartz Auditorium. At the bottom left is a blue button labeled "< BACK".
- Right Screen:** Shows a list of stops for bus route 82. The first stop is "BALCH HALL BOARD 8:03a". Below this is another list for route 82 starting at "BALCH HALL BOARD 8:07a". Further down is a list for route 70 starting at "RISLEY HALL BOARD 8:06a". At the bottom left is a blue button labeled "< BACK".

This image shows a large red banner at the bottom left with the "GoTime" logo in white. To the right of the banner are three iPhone screens demonstrating the app's features:

- Top iPhone Screen:** Shows a map of Cornell University campus with several bus routes plotted as colored lines. Overlaid on the map are route numbers 71, 82, 30, 90, 92, and 10. Below the map are two buttons: "FIND BUS" and "SEE BUSES".
- Middle iPhone Screen:** Shows a search interface for "CORNELL UNIVERSITY". It includes fields for "to" (Home or Commons), "from" (current location), and "time" (4:20 PM). A large blue button in the center says "GET A BUS". Below this are two buttons: "FIND BUS" and "SEE BUSES".
- Bottom iPhone Screen:** Shows a detailed view of route 82. It lists stops: "Rockefeller Hall 6:00 PM", "Balch Hall 6:03 PM", and "Risley 6:09 PM". It also shows the status "At Iris Hall". Below this is a blue button labeled "route details".

Closer

Created a platform to help older adults connect that puts people first.

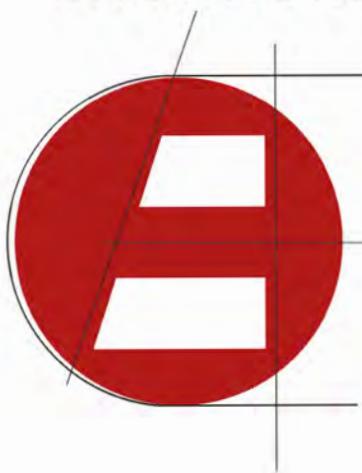


The image displays six mobile phone screens illustrating the Closer app's features:

- People Page:** Shows a grid of five profile pictures with names: Emily, Susie, Emma, William, and another older woman. The interface includes tabs for "People", "Posts", and "Events".
- Individual Reminders:** Displays a calendar view for November 2017. A red circle highlights the date November 21st. Below the calendar, event reminders are listed: "12:20 Lunch" at "Taco Bell" and "18:20 Bookstore" at "Ithaca book". A button "New event here" is at the bottom.
- User Page:** Shows a timeline for a user named Emily. It includes a post from her sharing a "Beautiful weekend!" with a photo of a city skyline. Another post from "The Bookery" is also shown.
- Unified Posts:** Shows a unified feed of posts from multiple users: Emily, Anna, and Jacques. Each post includes a photo and a caption.
- Individual Posts:** Shows a timeline for a user named Emily. It includes a post about boating with family and a post about visiting Miami with William.
- Unified Calendar:** Shows a unified calendar view for the day 11/5/17. It lists events: "SPM Dance Class" at 8:00 AM, "6:30PM Dinner at Agava" at 6:30 PM, and "8PM Call Jacques" at 8:00 PM. The interface includes tabs for "People", "Feed", and "Events".

misc

sample of freelance/personal projects



EFFECTIVE ALTRUISM
CORNELL

