

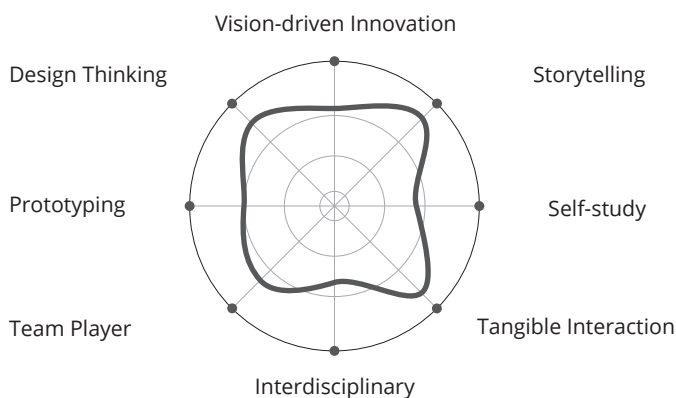


OVERVIEW

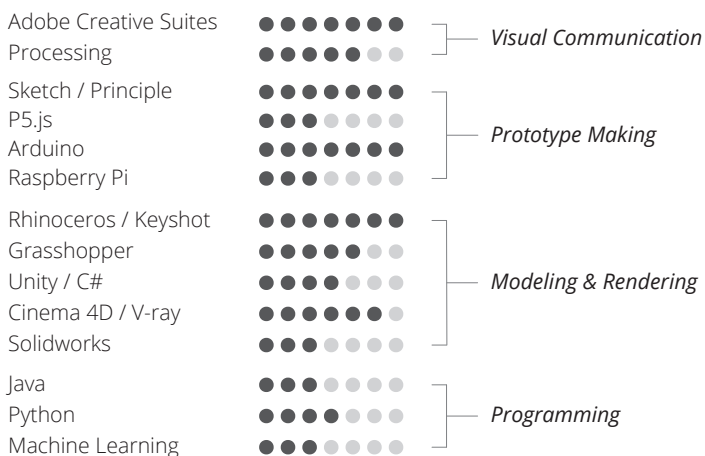
Hybrid T-shaped designer & creative technologist from China. Dialectical thinker and fantastic experimentalist with demonstrated learning ability to conceive and implement new ideas and methodologies.

Guorong Luo has a great passion for combining emerging technologies and human-centred design methodology to create innovative design with a special focus on interactivity. Through his unique aesthetic sensibility, he built emotional links between objects and humans. His abundant working experience in multi-discipline teams help him build strong skill sets in many areas such as HCI, User experience, AI and Machine Learning.

MY SPECIALITIES



DESIGN SKILLS



PROJECT EXPERIENCE

IDEO **IDEO Open Day**
Selected from hundreds of designers all around the world. Entered the final round of the internship program.

Microsoft Research VR Workshop
Explore potential future opportunities of VR and master the basic modeling, animation and C# coding technique in Unity.

RCA x CERN - AcrossRCA
Mastered good interdisciplinary skills when collaborating across programmes and disciplines.

EDUCATIONS

- From Setemper 2018 to July 2020
M.A in Design Products + Futures
Royal College of Art, London
- From January 2017 to May 2017
B.F.A in Product Design - GPA 3.92/4.00 No.1
Parsons School of Design - The New School, New York
- From Setember 2014 to June 2018
B.E in Vehicle Engineering to Industrial Design
College of Design & Innovation - Tongji University, Shanghai

WORK EXPERIENCE

YITU Tech AI Unicorn Company, Shanghai 2019
UX Design Intern - 3 months

- Explore the potential innovative applications of YITU's core AI technologies and strategies in the future and directly report to the Chief Innovation Officer.
- Worked as the sole designer to collaborate with product managers and developers to design the new versions of several YITU artificial intelligence security products for different audiences.
- Face recognition interface design for gate machine in rail transit industry.

designaffairs Design Consulting Agency, Shanghai 2017
Industrial Design Intern - 3 months

- Opened up a new sanitary market segment through market, trend and user research for Panasonic.
- Smart home appliances design. Helped a German brand cross-domain transform into Chinese market. One design feature in my proposal was selected and merged into the final design.

imonkey Xiaomi Eco-chain Company, Shanghai 2017
Industrial Design Intern - 3 months

- Conducted market research, user persona and hand tool design. Directly designed presentation files for the client and successfully promoted follow-up cooperation with the client.
- Made the concept promotion video which showed on the mi.com official online shopping website.
- Designed official website and promotional graphics.

AWARDS



Golden A' Design Award x 2
2018 A' Design Award x 2



Silver A' Design Award & A' Design Award
2019 A' Design Award x 2



Sense-ability Exhibition
2018 AcrossRCA workshop, Royal College of Art



Distinction Graduation Project
College of Design & Innovation, Tongji University



Winner
2017 DYSON "Mission to Mars" Challenge



2nd Prize
Dafen International Maker Competition