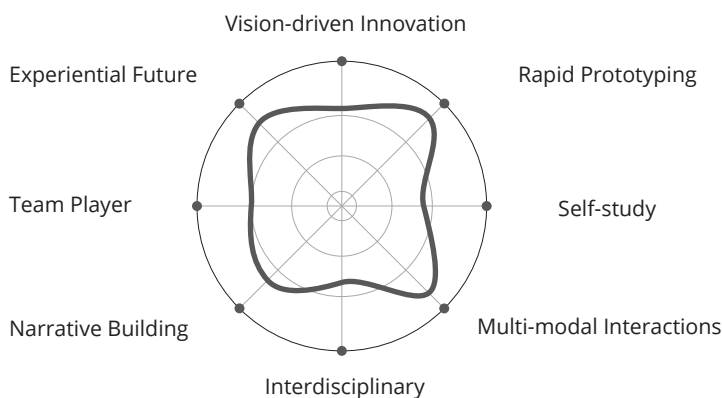


OVERVIEW

Hybrid Techno-Dextrous Experience Designer & Creative Technologist. Dialectical thinker and fantastic experimentalist with a prototyping mindset that "sketches" in physical and digital to learn by doing and making.

Guorong Luo has a great passion for combining emerging technologies and more-than-human-centered design methodology to create innovative design with a special focus on interactivity. He conducts investigations in designing for, with and by machine intelligence. His curiosity and abundant working experience across disciplines help him build strong skill sets in many areas such as VR/AR, AI and Machine Learning.

MY SPECIALITIES





DESIGN SKILLS

| | | |
|---------------------------|-------|------------------------|
| Adobe Creative Suites | ●●●●● | } Visual Communication |
| Processing | ●●●●● | |
| Sketch / Principle | ●●●●● | } Prototype Making |
| P5.js | ●●●●● | |
| Arduino | ●●●●● | |
| Raspberry Pi | ●●●●● | |
| Rhinoceros / Keyshot | ●●●●● | } Modeling & Rendering |
| Grasshopper | ●●●●● | |
| Unity / C# | ●●●●● | |
| Cinema 4D / V-ray | ●●●●● | |
| Solidworks | ●●●●● | |
| Java | ●●●●● | } Programming |
| Python / Machine Learning | ●●●●● | |
| Wekinator/ Runway ML | ●●●●● | |

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**
Explored potential future opportunities for VR. Mastered 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 Setemper 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 - 4 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 the 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 & EXHIBITIONS

 **Trajectories III Exhibition**
2020, Watermans Arts Centre, London

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

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

 **Distinction Graduation Project**
College of Design & Innovation, Tongji University

 **Winner**
2017 DYSON "Mission to Mars" Challenge

 **2nd Prize**
Dafen International Maker Competition