

Gloria Guo

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Experience & Leadership

USC Undergraduate Student Gov. | Director of Creative Services

April 2020-May 2022 | Los Angeles, CA

- Directed a team of 7 in a fast-paced workplace, balancing 6+ creative projects at a time.
- Spearheaded USG's rebrand and managed the website redesign to implement new visual identity.
- Created and implemented Adobe Illustrator templates, streamlining the team's creative process and ensuring brand cohesion across 65+ social media posts.
- Designed eye-catching visual graphics that garnered over 40.5K impressions, 6k website views, and increased USG's Instagram following by 1.4k

Stanford Asian Liver Center | Graphic Designer

June 2020-May 2021 | Palo Alto, CA

- Spearheaded global rebrand for JoinJade campaign and crafted 30+ social media graphics/animations.
- Filed and edited celebrity-endorsed PSAs with Adobe Premiere Pro, aired on Crossings TV 600 times nationwide and developed static advertisements displayed at 40+ public transportation stops in China.
- Visualized data/information in partnership with CDC to create 100+ page medical resource booklets.
- Designed promotional merchandise and sourced manufacturers to produce 3 products.

Collabofix | Fashion Brand Designer + Graphic Designer

June 2020-November 2020 | Remote

- Developed a full brand package, logo, and style guide for a Los Angeles-based clothing store.
- Conceptualized and executed 4 digital campaigns for featured products through landing pages for the eCommerce website, banners, and weekly newsletter blasts via email.
- Visualized on-brand packaging, including clothing tags, box mailers, tissue paper, and tape designs.

Innovative Design at USC | Co-Founder + President

April 2020-May 2022 | Los Angeles, CA

- Co-Founded USC's first student-led creative agency, providing pro-bono design, web development, and photography services to 20+ campus organizations and global clients.
- Shaped membership structure and accessible recruitment process to onboard 80+ members.
- Planned 5 events in partnership with industry professionals, bringing in 200+ nationwide attendees.

Freelance & Projects

LunarGuoCo | Business Owner + Co-Founder

August 2020-Present | Los Altos, CA

- Manages a creative business with 540+ orders, \$11,650 revenue, and over 180 5-star reviews.
- Designs enamel pins & art prints. Launched 14 products thus far, garnering over 32.6k listing views.
- Maintains a vital social media presence through product launch graphics and promotional images.
- Communicates with overseas manufacturers & formats files for production with partnered suppliers.

Wedding Designer | Freelance Designer + Print Producer

June 2018-Present | Los Altos, CA

- Engages closely with wedding couples to curate personalized print and signage designs, determine design vision, scope of work, deliverable timeframes, and budget.
- Specializes in full-suite designs, produces print collateral, and constructs signage with expert knowledge of press printing, vinyl application, and wood/metalworking.
- Conceptualized and executed 3 full wedding suites thus far.

Education

University of Southern California (USC)

B.A. in Art
B.A. in Economics
Class of 2022

Skills

Technical

Adobe Creative Suite:

- Illustrator
- Photoshop
- InDesign
- After Effects
- Lightroom
- Premiere

Figma & Adobe XD
Microsoft Office
Webflow
WordPress

Design

Visual + Web Design
Brand Development
Illustration
Publication Design
Typography + Layout
Packaging Design

Languages

English
Mandarin (Conversational)
HTML/CSS

Honors

CSPA Gold Crown Award

Designed an award-winning 270+ page yearbook while serving as Editor-in-Chief. Selected out of 1,181 other schools in the nation.

USC Dornsife Dean's List