TINA GU
RÉSUMÉ

415-676-9468 | googootina@gmail.com | www.guguvisual.com

SUMMARY

I am creative, professional, productive and highly self-motivated visual/web designer. In the past 10 years of career as a leading visual and web designer in the digital marketing and mobile game industries, I led initiatives and projects that required not only sharp artistic instincts and execution, user-friendly design savvy, but also in-depth understanding of data-driven responsiveness through KPIs such as CTR and CVR. I am also experienced with interative design, motion graphic, interface design, usability, web design.

My career is dedicated to seeking the perfect balance between artistry and market success, which never stops evolving. That is why I have been enjoying and thriving on what I do.

Additional info: 14 years ago, in Shanghai and Beijing, as a professional graphic designer and illustrator, with a detailed understanding of the printing process. As an Art director, experienced in creating design concepts, developing projects, and managing client accounts (proposals, estimates, budgets, timelines). Gained knowledge of project costing and budgeting, also enhanced communication skills.

Please visit my new website: *www.guguvisual.com*

SOFTWARE FLUENCY

Expert knowledge in using Adobe Illustrator, Photoshop, Flash, Dreamwaver, AfterEffects, etc...
Highly efficient with ActionScripting and HTML, CSS.

EDUCATION

2001-2004
MFA in Computer Art – New Media. Academy of Art University. San Francisco, CA

1987-1991
BFA in Graphic Design. Tsinghua University, Academy of Arts and Design. Beijing, China

EXPERIENCE

December 01 2011 - July 20 2015
Full time Sr. Visual/Web designer, Gree International Inc.
Work closely with marketing team, focuse on daily mobile advertising performance campaigns, not only highly understanding this daily metrics reporting and analysis business, also taking a big responsible for the growth of CTR and CVR. Self-motivated, responsible and reliable. I have an ability to organize and manage multiple priorities in a fast-paced, deadline-driven environment while delivering on a consistent high standard of quality design.

July 2006 - November 2011
Full time Sr. Web/Graphic designer, Adchemy, Inc. CA
Work in the online advertising and performance marketing company, focuse on flash design and html. Collaborate with product managers, eCommerce marketing teaml, I have a great intuition for what drives our performance, have been produced the most winning designs, helped increasing conversion rates.

Some flash icons for banners: *http://gugudesign.com/flashicon2009/*

September 2009 - 2010
Freelancer, graphic designer and illustrator, Disney (Playdom) CA
Flash and Character design for marketing team.

June 2005 - Present
Freelancer, Interactive designer, COGNEO, Inc. CA
2D-Animation Demo in Flash, and Character design.

March 2005 - July 2006
Full time Lead designer, Somamanagement LLT, CA
Lead designer and art director and I am helping the company to create and develop our entertainment media marketing. I designed our website, created2D-animation, vector characters for the website and for mobile phone. Sometimes I also have the need to create motion graphic projects (AfterEffects). I had been creating a graphic novel in vector graphics programs.
Please view the following link to see my projects:

June 28 - November 11, 2004
Project art director, OnomyLab, CA
Client: San Jose Tech Museum
Created an interactive exhibit for the San Jose Tech Museum called: "Internet Connected City".
My duties on this project were to create a huge graphic of a city landscape, 15 Characters, 12 storyboards,12 2D stories and 10 static stories. *http://www.gugudesign.com//latestproject/*

September 2001- May 2004
Full time M.A. candidate, Academy of Art University, CA.
Used Illustrator, Flash, Director, AfterEffects and Photoshop to created an unique CD-ROM called "Fun to Learn Chinese" as my Master's degree final thesis project. My intention in designing this CD-ROM was to entertain users and at the same time let them experience the fun of learning Chinese so that they could inspire other users to love the Chinese language. This final project won "The best show" in 2004.

View my portfoilo at:

www.guguvisual.com
(following are my 11 years old Flash website...)
www.gugudesign.com
www.gugudesign.com/latestproject/