

XINGYI GUO

Profile

Artist, Interaction Designer & Developer

Xingyi Guo is a New York based interaction designer & developer graduated from School of Visual Art Computer Art Department, MFA , 2011,NY.

Her passion is to create great ideas and translate them into engaging, intelligent and innovative user experiences.

Education

School of Visual Art, New York, United States

— MFA 2009.9-2011.5 MFA Computer Art (Multimedia & Interaction Design)

The Communication University of China, Beijing, P.R. China.

— MA 2007.9-2009.7 The Art of Animation

— BFA 2003.9-2007.7 The Art of Animation

Skills

– Design Professional

- User Experience. Web Design. Mobile Apps Design
- Info-graphics/ Data Visualization / Wire-framing;
- Proficient in AdobeSuites -- Photoshop, Illustrator, AfterEffect, Premiere and other relevant design and production tools

– Creative Interaction Coding:

- Expert knowledge HTML5/CSS3/JAVASCRIPT/jQuery/OOP
- Expert knowledge of Flash/ Actionscript 3.0 /Flash Builder /FDT/
- Expert knowledge Github version control/SVN
- intermediate Yeoman/SASS/
- intermediate Wordpress templates/PHP

- intermediate Angular
- Some PHP/SQL
- Some ReactJS

Experience

Founder of Xingyi interactive studio

<http://xingyistudio.com/designwork/index.html>

<http://xingyistudio.com/htmls/index.html>

Senior Interaction Developer at ADCADE, New York, NY 2014.12.1 – current

company : ADCADE — A innovative online advertising platform building company. <http://adcade.com/>

Address : 16w 22nd St, 6 Floor, New York, NY Email : hello@adcade.com Phone : 917.727.2677

Job : Creative development for innovated adverting building for publishers include New york times, Conde Nast , Hearst, Refinery 29, Wall street Journal, Gawker, Mashable, Business Insider, Medialets , Viacom etc.

Clients include BMW, Lincoln, Lexus,Jeep, Kia, Chrysler, Mercedes, Nissan, Chrysler, Cayman Jack, Armani, Ralph Lauren,Dior, Lacoste, Converse, Rubbermaid, Montblanc, Johnston Murphy, Home Depot, Tiffany and Co, Ann Taylor, H&M, Levis, old Navy, Tudor, Adidas, Bloomingdales, Channel, Clinique, Coach, Colehaan, Covergirl, DKNY, DVF, Emirates, EsteeLauder, Esty, Fekkai, Ford, Fossil, Gap, Jimmy Choo, Kate Spade, Keds, Loreal, Lord and Taylor, Net A Porter, NordStrom, Paige, Portlandia, Sandro, San Pellegrino, Capital One, eBay, Att, Koler, gShock, Airbnb, Skype, Verizon, USAA, New Belgium, Olay, LoREAL, Panera, Sally Hansen,Nepresso, Scotts, Neutrogena, Walmart, ConAgra, Sonic, McDonalds etc..

Supervisor : Jason Tacker *Director of Creative Production*

Live ads runs on run dates. Demo is provided upon request.

Interaction Developer at ADCADE, New York, NY 2013.10.28 – 2014.11.30

Company : ADCADE — A innovative online advertising platform building company. <http://adcade.com/>

Address : 16w 22nd St, 6 Floor, New York, NY Email : hello@adcade.com Phone : 917.727.2677

Interaction Developer at Catch NYC, New York, 2012.9.3 – 2013.10.10

Company : Catch NYC — A Full Service, Fully Integrated Creative Marketing, Branding, Advertising

Consulting, Innovation, Digital Growth Agency. <http://www.catch-nyc.com/>

Address : 15 EAST 32ND STREET 4TH FLOOR, NEW YORK, NY, 10016 Email : contacts@catch-nyc.com

Phone : 212.715.8700

Job : Interaction designer/developer for Wordpress CMS based websites including AARP Healthier America, Perello Building etc.

Feature building / creative Interaction creation / Responsive website building / Rich media ads building with Flash AS3

Supervisor : Hamilton Pytluk *Director of Interactive*

Website for :

AARP — <http://advertise.aarp.org>

National League of Cities — <http://www.healthycommunitieshealthyfuture.org/>

Healthier America — <http://ahealthieramerica.org/>

Perello Building — <http://perellobuilding.com/#/home>

AND1 <http://and1.com/>

Rich Media Ads for :

<http://advertise.aarp.org/>

<http://iisl.com/>

<http://and1.com/>

Interaction Designer & Flash AS3 Developer Intern, B-REEL, New York 2012.1.1 -2012.4.30

Company : B-REEL — B-Reel is a creative partner. We create meaningful experiences through innovation in storytelling, technology, entertainment and products. B-Reel Digital creates interactivity for web, mobile and the physical world. <http://www.b-reel.com/>

Address : 401 Broadway, 24th FL New York, NY 10013 Email : nyc@b-reel.com Phone : +1 212 966 6186

Supervisor : Simon Cave *Tech Director and Developer*

Websites for :

Flash website — Work Connect Us All <http://www.workconnectsusall.org/>

Battle for Everything for Coke Zero <http://vimeo.com/41475677/>

Google the Story of Send <http://www.google.com/green/storyofsend/desktop/>

Freelance Interaction developer, Night agency, New York, 2011.7.5 -2011.11.28

Company : Night Agency — Night Agency is a full-service, independently owned digital agency. <http://www.nightagency.com/>

Address : 45 Howard Street 2nd floor New York, NY 10013 Email : info@nightagency.com Phone : 212.431.1945

Supervisor : Ramon Torris

Job : Freelance Interaction developer -- on Interactive Kiosk interactive virtual fitting room design with Microsoft Kinect real time Motion capture.

Kiosk Application design and development on human body movement detection and interaction (Virtual Fitting Room Prototype for Macy's)

Flash AS3 Developer, FMA, New York, 2010.5.1-2010.7.30

Company : FMA - full-service multimedia development company.

Address : 20 W 22nd St, Suite 601, New York, NY 10010 Email : richshupe@fmaonline.com Phone: 917.680.2484

Supervisor : Rich Shupe — *Founder*

Job : Technical Review Contribution to the book Learning Actionscript 3.0 Beginner's Guide (O'Reilly book) Second Edition by Rich Shupe and Zevan Rosser.

Book online link: <http://shop.oreilly.com/product/0636920010401.do>

Interaction designer, Microsoft research Asia , Beijing, 2008.5.1-2008.7.31

Address : Microsoft Research Asia Building 2, No. 5 Dan Ling Street, Haidian District Beijing, P.R. China, 100080

Supervisor : Donald Wang Email : dowang@microsoft.com

Job : Internship in the "star of tomorrow" program launched by Microsoft Research Asia (MSRA) as a User Interface designer and front end flash developer showing daily refreshing search data in Live Search.

MotionGraphic Artist, Animation Department, 2007.4.1-2007.7.28

Independent 2d animated short film the story of a postman Hang Zhou International Animation Festival, Best Screenwriter Award--- Director, Film Maker.

Awards

2012. **Spontaneous** The Third China Xi'an International Folk Video Festival Drama finalists
The Story of the Postman The Third China Xi'an International Folk Video Festival Drama finalists
2011. Interaction Work -- **Body Composing and Hand Drawing**
Enrolled **2011 Adobe Design Achievement Awards Honorable mention Installation Enrollment** <http://www.adaagallery.com/2011hm>
2010. **Spontaneous** China Animation Technology Forum Golden Award **Best Animation Shorts Nomination**
2010. **Spontaneous** First Shaan'Xi Art Association Creative Awards
2009. **Spontaneous First Round Finalist in The 11th National Art Exhibition Animation** http://11qgmz.artron.net/show_news.php?column_id=398&newid=84489
- Spontaneous, Finalist in The 9th Academy Award Enrollment of Beijing Institute of Film.**
- Spontaneous SiChuan Television Festival Golden Panda Award Spontaneous The 1st China (Nanhai) ACG Technology Awards**
- Spontaneous, 2009 Beijing International digital media art festival finalist**
- Star of Tomorrow Award given by Microsoft Research Asia**
2007. **The Story of Postman**, Hang Zhou International Animation Festival, Also Called **MeiHou** (The Wonderful Monkey) **Renovation Competition Best Screenwriter Award.**
2007. **The Story of Postman, The 7th Academy Award** of Beijing Institute of Film.

Publications

Book:

The Exploration to Art Media by Xingyi Guo

Articles published on Web:

A Glance of New Media Art ---- Art People .com <http://art.people.com.cn/n/2012/0828/c41426-18857034.html>

A Glance of New Media Art ---- Sohu.com <http://arts.cul.sohu.com/20120829/n351808530.shtml>

A Glance of New Media Art ---- Sina.com <http://collection.sina.com.cn/ddys/20120828/150881945.shtml>

A Glance of New Media Art ---- contemporary.artron.net http://contemporary.artron.net/show_news.php?newid=260328

A Glance of New Media Art ----www.ionly.com.cn <http://www.ionly.com.cn/nbo/news/info3/120120829/1113510.html>

A Glance of New Media Art 81Tech <http://www.81tech.com/news/xunifangzhenxinwen/95948.html>

Xingyi Guo and Her Gesture Serials ---- by XinLin Fan XianHua Net http://news.xinhuanet.com/shuhua/2012-09/20/c_123739348.htm

The Features on interpreting Classic Music on Motion graphics through different cultures http://culture.gmw.cn/2012-09/04/content_4973056.htm

Articles published on Magazines:

NorthWest Art 2013 First Edition

The Features on interpreting Classic Music on Motion graphics through different cultures--- by Xingyi Guo

RenMin Daily Newspaper (Overseas) 2012/12/14

Xingyi Guo's Road as a Visual Interaction Designer

NorthWest Art 2012 Fourth Edition

Xingyi Guo and Her Gesture Serials

NewVision Art 2012 Fourth Edition

A Glance of New Media Art

MeiYuan (The Art) 2012 Fourth Edition (Total Edition 177)

The Features on interpreting Classic Music on Motion graphics through different culture ---- by Xingyi Guo

Contemporary Art 01/2009

Simple Analysis on Expression Advantages on Hand drawing ---- by Xingyi Guo

NorthWest Art 01/2009 (Total Edition 90)

Simple Analysis on Expression Advantages on Hand drawing ---- by Xingyi Guo

NewVision Art 2009 Third Edition

Simple Analysis on Expression Advantages on Hand drawing ---- by Xingyi Guo

Website

Website:

<http://xingyistudio.com/designwork/>

<http://xingyistudio.com/htmls/>

Vimeo:

<http://vimeo.com/rainafter>

Blog:

<http://logicandforms.wordpress.com>

Linkedin:

<http://www.linkedin.com/in/xingyi>

Art Galleries:

<http://portfolios.sva.edu/rainafter2000>

<http://gallery.thecreatorsproject.com/rainafter2000>

<http://www.behance.net/rainafter2000>

<http://22943.portfolio.artlimited.net/>