

Alyssa Guo



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Portfolio
(Includes hyperlinks)

Objective:

College graduate seeking work experience in design fields to gain practical and technical experience in a professional environment.

Expertise

SKILLED IN:

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Creative Suite, Premiere Pro, After Effects
- **Art:** PaintTool SAI, Clip Studio Paint
- **Technical:** Microsoft Office Suite

EXPERIENCE IN:

- **Programming:** HTML, Python, C#, C++, JavaScript
- **App Creation:** Adobe XD, Xcode
- **Engines:** Unity, Blender

Education

B.A. INTERDISC COMPUTING & THE ARTS UNIVERSITY OF CALIFORNIA, SAN DIEGO

JUNE 2018

- GPA: 3.894
- Provost Honors
- Graduated Magna Cum Laude

M.S. INFO MANAGEMENT AND SYSTEMS UNIVERSITY OF CALIFORNIA, BERKELEY

IN PROCESS

Experience

NEWPORT CORPORATION – IRVINE, CA

JUNE 2018 - APRIL 2020

Technical Marketing Intern

- Managed the company website, created user stories to highlight product features, and maximized the customer experience.
 - Created a feature that allowed customers to sort product search by several filters (materials, measurements, coating, etc.) and compare similar products for maximum transparency.
- Conducted industry analysis, evaluated rival companies and competitor products to ensure Newport remains a trusted and affordable source for optic parts.
- Created extensive Excel spreadsheets which drove marketing decisions regarding product labeling and inventory controls.
 - Advised which products to discontinue based on sales metrics and industry market analysis
- Collaborated with other marketers and engineers to determine product comparability.
- Translated product specifications to electronic formatting

UNIVERSITY OF CALIFORNIA, SAN DIEGO

SEPTEMBER 2017 – JUNE 2018

Graphic Design Intern

- Provided Revelle Creative Group with graphic design services
- Navigated design aspects, milestones, and technical difficulties in a timely manner
- Created several designs, including Facebook banners, flyers, posters, rave cards, etc.
- Represented Revelle Creative at student meetings and during new applicant interviews

OC UX MEETUP GROUP

APRIL 2019 – JANUARY 2020

UI/UX Volunteer

- Co-designed the user interface for the HEV charging app.
- Participated in developing a hybrid electric vehicle (HEV) charging app for the Irvine Water District.
- Presented portfolio as part of meeting feedback.

CHINESE SCHOOL TEACHER ASSISTANT

JUNE 2017 - AUGUST 2017

Teacher Assistant

- Taught entry-level Python