

Gloria Guo

Service Designer & Visual Creative

Based in California, USA
Authorised to work in the UK (Graduate Visa)
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INTRODUCTION

A multidisciplinary designer guided by empathy, storytelling, and systems thinking. With roots in visual communication and a focus on service design, Gloria Guo shapes thoughtful systems and experiences that help people feel understood, connected, and engaged. Her work spans technology, retail, and cultural sectors, where she brings design sensitivity and strategic thinking to diverse contexts.

PROFESSIONAL EXPERIENCE

Apple

Visual Curator

Cupertino, CA

Feb – July 2024 (Contract)

- Curated and evaluated machine-generated visuals, applying strong visual judgment to assess style and provide feedback for model refinement.
- Created and refined visual compositions from sourced assets to enhance dataset quality for complex image generation.
- Collaborated with ML engineers, data scientists, and designers to align visual outcomes with technical and stylistic goals.

Alex & Ani

Graphic Designer

Remote

2022–2023

- Designed graphics and creative assets across advertising, e-commerce, and fashion channels, increasing user engagement by 15% and brand visibility by 10%.
- Ensured visual consistency across campaigns, strengthening brand recognition by 12%.
- Collaborated with marketing and product teams to integrate design into campaigns, improving overall effectiveness by 15%.

USC Undergraduate Student Government

Director of Creative Services

Los Angeles, CA

2021–2022

- Led a 7-person creative team across 6+ concurrent projects, balancing quality and deadlines in a fast-paced environment.
- Spearheaded USG's first major rebrand and website redesign, establishing a cohesive visual identity.
- Developed reusable Adobe Illustrator templates to streamline workflows and maintain brand cohesion.
- Produced graphics that generated 40.5K+ impressions, 6K website views, and increased Instagram followers by 1.4K within a year.

Stanford University Asian Liver Center

Graphic Designer

Palo Alto, CA

2020–2021

- Designed tailored resources for youth programs to close the HBV awareness gap.
 - Created visuals for the Youth Leadership Conference and JoinJade Ambassador Program to empower 150+ students to lead awareness initiatives.
- Rebranded the global JoinJade campaign and produced 30+ social media graphics to amplify outreach.
- Collaborated with the CDC to visualize medical data in the official "Physician and Patient's Guide to Hepatitis B," improving accessibility of complex health information.

INDEPENDENT PROJECTS	Kinplace Service Designer	London, UK 2025
	- Designed the service concept for Kinplace, a platform enabling intergenerational living through shared homes and mutual care. - Conducted research and interviews to understand housing needs across age groups, translating insights into personas, journey maps, and service blueprints. - Produced project visuals including illustrations and user journeys, and developed the brand identity to communicate the service's values of connection and care.	
	Tate Teens Service Designer	London, UK 2024–2025
	- Developed a service strategy that strengthens art engagement and increases gallery visitorship among teenage audiences - Created an actionable framework and service touchpoints to foster long-term connection with the Tate from youth to adulthood. - Conducted research with art educators and the Tate Schools & Teachers team to identify barriers to sustained participation in the arts.	
EDUCATION	Innovative Design at USC Co-Founder + President	Los Angeles, CA 2019–2021
	- Co-founded USC's first student-led creative agency, delivering 60+ design, web, and photography projects for local and global clients. - Shaped organization's structure & accessible recruitment process, onboarding 90+ student members. - Launched two annual events and hosted 15 workshops in partnership with industry professionals, providing design education to 200+ nationwide attendees. - Secured sponsorships from Notion, Figma, and Adobe for events, providing students with industry insights and professional development opportunities.	
	The Royal College of Art M.A. in Service Design Awarded the Merit Scholarship by RCA	London, UK 2024–2025
	University of Southern California B.A. in Art (Design Emphasis) & B.A. in Economics Magna Cum Laude, Renaissance Scholar Distinction, Dean's List	
SKILLS & LANGUAGES	Technical & Design Skills: Adobe Creative Suite · Illustrator · Photoshop · InDesign · After Effects · Lightroom · Premiere Pro · Figma · Adobe XD · Webflow · WordPress · Procreate · Microsoft Office · HTML/CSS	
	Design Research · Ideation and Conceptualization · Prototyping · Persona Development · Customer Journey Mapping · Market Research · Visual Design · Brand Design · Creative Direction · Web Design · Marketing Design · Illustration · Layout Design · Motion Graphics · Design Systems · Style Guides	
	Languages: English (Native) · Mandarin Chinese (Advanced)	