

Gloria Guo

Service Designer & Design Researcher

Authorised to work in the UK
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EDUCATION

The Royal College of Art – M.A. in Service Design, 2024–2025
World's #1 art & design university (QS World Subject Rankings)

University of Southern California – B.A. in Art & Design, B.A. in Economics
Magna Cum Laude, Renaissance Scholar Distinction, Dean's List

EXPERIENCE

Tate – Service Design Consultant OCT. 2024 – FEB. 2025

Academic–practice partnership between Tate and the Royal College of Art

- Led service design for a multi-phase experience roadmap improving teens' access and engagement across Tate's digital, in-gallery, and educational touchpoints.
- Identified key intervention points and aligned service strategy with institutional priorities across cross-functional teams.
- Conducted qualitative research with teens and educators across cultural and socioeconomic contexts to identify service frictions and inform inclusive service improvements.

Apple – Visual Curator (Contract) FEB. – JUL. 2024

Apple Intelligence • Image Playground & Genmoji

- Analyzed and curated machine-generated visuals for style, coherence, and quality to support model refinement.
- Constructed complex visual compositions to enhance dataset quality for advanced image generation.
- Partnered with ML engineers and data scientists to align visual outcomes with technical and stylistic goals.

Alex & Ani – Graphic Designer NOV. 2022 – NOV. 2023

- Developed campaign concepts and executed cohesive visual assets across seasonal launches.
- Designed performance-driven digital assets spanning email, e-commerce, paid media, and retail environments.
- Produced brand-aligned assets for licensed collaborations, working across internal teams and external partners.

Stanford University – Graphic Designer JUN. 2020 – MAY 2021

- Partnered with the **CDC** to construct clear visuals for the "Physician and Patient's Guide to Hepatitis B" based upon complex medical data.
- Defined JoinJade's visual identity and program materials to make health information accessible and engaging for youth.
- Produced 30+ multimedia assets, including social campaigns, animations, PSA videos, and promotional merchandise.

PROJECTS

Kinplace – Master's Thesis for Service Design 2025

An ambitious intergenerational living service in the UK to improve housing access and promote mutual care.

- Facilitated interviews and workshops with prominent experts in intergenerational practice to uncover insights and guide service strategy development.
- Co-created with industry leaders **United for All Ages** and **Homeshare UK**, validating the service and producing a solution endorsed as a tangible approach to bridging the generational divide through housing.
- Developed a phased implementation plan for partners, outlining pathways for early adoption, piloting, and scalability.

Innovative Design at USC – Co-Founder and President 2020–2021

Spurred my interest in service design. Designed organizational systems with a human-centered approach.

- Founded and scaled The University of Southern California's first interdisciplinary creative agency. The organization has since grown into a 300+ member community across 12 cohorts and completed 120+ projects.
- Spearheaded organizational systems for recruitment, onboarding, project management, and mentorship, establishing a sustainable model for growth and collaboration.
- Envisioned and led programs with industry professionals, enabling students to build skills, networks, and career readiness.

SKILLS

- **Technical:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Figma, Webflow, HTML/CSS
- **Design & Research:** Service Design, Experience Design, Human-Centered Design, Systems Thinking, Qualitative Research, UX Research, Insight Synthesis, Ecosystem & Stakeholder Mapping, Personas, Journey Mapping, Service Blueprinting, Co-creation, Workshop Facilitation, Concept Development, Prototyping, Data Visualization, Visual Design, Brand Design