

Kaihui Guo

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Portfolio: iamhugoooo.com

Education

Bachelor of Art

Major: Design Studies with an emphasis in Graphic Design

Minor: Studio Art

August 2018 – June 2022

San José State University

Master of Art

Program: Design

August 2023 – Present

San Francisco State University

Skill

Proficiency in Tools

Adobe Suite (Ai, Id, Ps, etc.)

Figma

AI (ChatGPT, Deepseek)

Project & Time Management

Highly organized in managing design projects and meeting strict deadlines

Languages

Native speaker of

Mandarin and Cantonese

Extracurricular

Event Coordinator

September 2018 – June 2019

Hong Kong Student Association

Experience

Visual Communication & Brand Development

Created a cohesive menu design that reflects the restaurant's identity and enhances customer experience

November 2021

Hometown Noodle in San José, CA

Gallery Exhibit

Participated in a culminating exhibition showcasing the diverse creative voices of the graduating senior class

May 2022

"Designing Work Worth Doing" in SJSU

Brand Development & Marketing

Handled brand and website design, led marketing campaigns, captured event photography, ensured ad quality control, and assisted with open house setup

March 2022 – January 2023

Graphic Designer & Marketing Assistant at *AlphaX RE Capital* in San José, CA

Marketing

Designed marketing materials, captured event photography, and managed social media platforms in alignment with brand guidelines

January 2023 – June 2023

Graphic Designer & Marketing Manager in *SALA HOMES* in San José, CA

Magazine Publication

Led the layout design and contributed original writing of a collaborative magazine exploring diverse perspectives in design

January 2024 – June 2024

"Scale" in SFSU

Website Development

Designed websites and marketing materials to support brand visibility and engagement

May – July 2024

BALAS in Menlo Park, CA