yanzi guo

Yanzi Guo
Graphic Designer
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yanziguo.studio
(949) 886-3772

Education

Sep 2024 – Present
ArtCenter College of Design
Pasadena, CA
Candidate for a Master of Fine Arts in Graphic Design

Sep 2021 – May 2024
University of Southern California – Roski
Los Angeles, CA
Bachelor of Fine Arts in Design, Minor in Marketing

Recognition

Sep 2025 – Aug 2026
Provost's List
ArtCenter College of Design
GPA of 3.8 or higher

May 2025 – Aug 2025
ArtCenter Student Gallery
Fermologie (Packaging)
Rebirth.exe (Poster series)

Sep 2024 – Present
ArtCenter Graduate Scholarship

Expertise

Strong working knowledge of
Illustrator, Photoshop, InDesign, After Effects, Figma, Basecamp, Keynote

Familiar with
Blender, Cinema 4D, Premiere Pro, Glyphs, p5.js

AI tools
Midjourney, Nano Banana, Firefly, Veo, Suno, ElevenLabs, Canva Magic Studio, Vizcom, Lovart, ChatGPT, Claude

Skills
Brand identity, exhibition design, packaging design, motion design, font design, publication, UI/UX, 3D modeling, user research, AI image generation, creative coding, AI-assisted prototyping

Languages
Mandarin (Native), English (Fluent)

Involvement

Jun 2019 – Present
Co-founder
Firefly Charity Organization
Zhaojue, Sichuan, China

Co-founded a grassroots charity for orphaned children at Wawu Primary School, a rural mountain school in Liangshan. Led community fundraising and designed sponsorship posters and outreach materials, building a base of 300+ regular donors.

Experience

Jan 2026 – Present
Freelance Packaging Designer
Xiaorehun Pear Syrup Candy
Hangzhou, China

Designed candy packaging for a 120-year-old Hangzhou confectionery brand whose craft is recognized as local intangible cultural heritage. Created a limited-edition city packaging series that reinterprets the brand for a younger audience, from concept through product launch.

Oct 2025 – Aug 2026
Junior Graphic Designer
China Academy of Art Brand Studio
Hangzhou, China

Contributed to Hangzhou Bayi School's visual identity; independently designed its social media logo variation, sports meet medals, and merchandise. Designed the science and technology corridor and exhibition panels for the Hangzhou Metallurgical Research Institute, from visual planning and layout refinement to installation support. Contributed to the full packaging design of a Year of the Horse Lunar New Year tea for the Hangzhou Tea Museum, combining traditional culture with the brand's tone.

Dec 2022 – Sep 2023
Freelance Multimedia Designer
Jingdezhen Jiying Ceramic Culture
Remote

Built the 3D models and rendered the digital prototype for a large-scale ceramic sculpture of the frigate Jingdezhen (Hull 617), commissioned by the Jingdezhen city government. Worked with the design team to develop the final piece, now exhibited at the China Ceramics Museum.

Aug 2022 – Oct 2024
Brand Designer (Part-time)
Shanghai Noval Technology Co., Ltd.
Remote

Redesigned the brochures and product manuals of a semiconductor technology company into one consistent system. As part of the design team, contributed to the exhibition floor plans and spatial graphics for the company's booth at SEMICON China 2022 and 2024, including content for its interactive screens and digital displays.

May 2022 – Aug 2022
User Research Intern
Frog Design
Shanghai, China

Supported user interviews and helped synthesize research findings for "Just Air," a mask concept balancing safety, wearability, and aesthetics for daily and frontline medical use during the pandemic.

Jul 2020 – May 2021
Design Intern
Tinklylife
New York, NY

On the product design team, designed a pizza- and donut-shaped cat scratching board and its packaging, from concept to production; the product became the brand's flagship and increased sales by 20%. Independently designed a bilingual (Chinese–English) product lookbook with a fashion-magazine layout. Maintained the brand's website, email campaigns, and WeChat visuals.