



# ANNIE (YUXI) GU

Los Angeles, CA

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## EDUCATION

### University of Southern California

Aug 2023 - May 2027

**B.A., Media Arts + Practice**, School of Cinematic Arts

Los Angeles, CA

**Minor:** Artificial Intelligence Application | Fashion

Courses: Applied Neural Networks | AI Agent | Marketing | UI/UX Design | Web Design | Extended Reality

GPA: 3.96/4.0

## EXPERIENCE

### WAVCARDS, UI/UX & Web Design Intern

Jan 2026 - present | Los Angeles, CA

- Designed and published a daily feature, "Wave of the Day," showcasing partnered artists' music through curated UI layouts, supporting consistent daily content engagement
- Translated CMS-driven content into dynamic and visually engaging web interfaces in Framer
- Collaborated with founder and artists to integrate brand identity into UI design and page structure, optimizing content presentation and enhancing overall brand consistency and user experience

### FanRuan Software, Brand Design Intern

May 2025 - Aug 2025 | Wuxi, China

- Built visual identity system for the annual FineDay Digital Conference, extending from key visuals to online and offline event materials
- Independently managed social media design (WeChat, Douyin), producing event posters and promotional visuals that integrated data visualization features to convey product value and support marketing efforts

### Vitally AI, GenAI Development Intern

Oct 2024 - Jan 2025 | online

- Used various generative AI tools to generate images, audio, and video clips to create commercial for X-META's immersive VR project, "Mission Ice Loong", the world's first ice and snow-themed immersive VR experience
- Led main editing and assembly of a 3-minute commercial for the project

### HP, UI Design Intern

May 2023 - June 2023 | Shanghai, China

- Conducted qualitative user research to identify pain points in email-writing workflows
- Framed problem statements and translated insights into product requirements and user flows
- Prioritized features & delivered product proposal balancing user value, scope, and technical feasibility

## INVOLVEMENT

### HackSC, USC's Largest Hackathon Event, Product Design Lead

Jan 2024 - present | Los Angeles, CA

- Directed a team of 8 designers to create new design system, build new website with engineering team, ensuring cohesive communications across 6 departments & 60+ members
- Designed visual identity & UX of event materials, produced merch including clothes, bags, stickers
- Led planning & execution of 2024's Hackathon attended by over 300 participants

### Haute Magazine, Visual Designer

Jan 2025 - present | Los Angeles, CA

- Created magazine spread with photographs and writing using Adobe InDesign
- Contributed to a 350-page magazine, ensuring that spreads meet high-quality standards and align with the magazine's theme

### USC Chinese Students & Scholars Association (CSSA), Marketing

Jan 2024 - present | Los Angeles, CA

- Worked with multiple departments on publishing daily posts for CSSA Wechat Public Account
- Designed layouts for posts based on different requirements and posters for event publishing

## CERTIFICATION

**Certified Associate Python Programmer | Certified Entry-Level Python Programmer**

## SKILLS

**Design:** Figma, Adobe CC, Blender, TouchDesigner, Final Cut Pro, Procreate

**Soft Skills:** UI/UX Design, XR/AR Development, User Research, Web Design, Graphic Design, Branding, Marketing, Motion Graphics, 3D Modeling, Video Production & Editing

**XR/Mobile:** Swift (iOS, VisionOS), C# (Unity), **Front end:** HTML/CSS/JavaScript, Processing

**General:** Python (Scikit-Learn, TensorFlow, Pandas & NumPy), Java, C++

**Language:** English, Chinese, Cantonese, Spanish