

Biheng Gao

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EDUCATION

School of Visual Arts

New York, NY

Major: Bachelor of Fine Arts (BFA) in Design

Sept. 2017-May 2021

Awards: The 58th New York Film Festival Posters Design was Selected and Awarded the Cover Page of the BFA Advertising and Design Spring Show, Apr. 2021

Indiana University Bloomington

Bloomington, IN

Major: Master of Science in Human Computer Interaction Design

Aug. 2023-Now

PROFESSIONAL EXPERIENCE

Blossom Kitchen and Bath Supply Corporation

Queens, NY

Visual Designer, Full-time

Aug. 2021-Jun. 2022

- Led a team with 3 members to design over three hundred pages of products catalog, including the renderings, selling points, features, details, and prices of over a hundred products, and printed more than 3,000 copies to issue to partner agencies and companies for sales and marketing purpose
- Worked independently on designing Blossom's product brochures
- Made over 30 different flyers and pictures to advertise Blossom's brand and present products guidelines
- Communicated with co-workers from the sales and marketing departments to learn customers' feedback and needs to design more effective design materials for sales improvement
- Researched the requirements for placing pictures on third-party's e-commerce platforms, such as Amazon and Wayfair, and utilized the features of the online platform to display Blossom's products selling points
- Studied competitor companies' picture placement on e-commerce platforms and optimized Blossom's strategies for placing pictures to attract more viewers

Red Orange Realty LLC

Online

Visual Designer, Freelance Job

Jul. 2021-Sept. 2021

- Designed independently on developing the company's brand from concepts to final design, including the brand color, logo, and website
- Delivered visual design output for marketing, and online branding, and pitched for the clients
- Involved in building the company's brand culture and marketing strategies

DESIGN PROJECTS

Atlas Cops & Kids Boxing Club Branding Project

New York, NY

Independent Project, Senior Portfolio Class Project, Advisor: Brankica Harvey & Ken Deegan

Oct. 2020-Nov. 2020

- Worked on designing an exciting, dynamic, and rigorous brand identity system for a non-profit organization - Atlas Cops & Kids Boxing Club
- Learned about Atlas Cops & Kids Boxing Club's mission and developed a branding system based on the club's services of helping local under-resourced communities' children and creating champions in and out of the boxing ring
- Completed the club's logo and environment design, unified the patterns of the club's products and projects, and completed the iconography system, boxing ring, peripheral products, posters, and the club's Instagram graphic motion design of the dynamic story

SUPAW-A Dog Walking Controller & System

Beijing, China

Group Project, WellDegisn Bio-HCI Smart Device Design Camp, Advisor: Jiacy Xie

Jul. 2022-Aug. 2022

- Led a team of 3 from different design backgrounds and focused on designing a dog walking controller for professional dog walkers
- Analyzed the way dogs behave and the difficulties dog walkers and dog owners encountered, brainstormed possible solutions and performed design modeling and coding
- Collaborated on designing an app platform to serve all three, including dogs, dog walkers, and dog owners
- Worked on the layout of using the dog walking controller and app, improved the app platform's function and logic, and took main responsibility for the app's branding and platform's UI design

LANGUAGE & SKILLS

Language: Chinese (Native), English (Proficient)

Computer Software: MS Office (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), Figma

Design Skills: Editorial Design, Packaging Design, Branding, Graphic Motion, 3D Modeling, User Interface