

SHIMIN GU

Creative Technologist

<https://www.gushimin.com>

simi.gu94@gmail.com

347-495-2690

New York, NY

EDUCATION

M.S. in Integrated Digital Media

Sep 2017 - May 2019 | New York, US

New York University

GPA 3.7

Courses: UX Design, Creative Coding, Game Design, Narrative VR, Motion Capture

B.A. in Advertising

Sep 2012- Jun 2017 | Suzhou, China

Soochow University

GPA 3.6

Courses: Ad Design, Visual Art, Computer Graphic Design, New Media Art

SKILL

UX / UI

Figma / Adobe XD / Sketch

InVision / Axure

Photoshop / Illustrator

Motion Graphic

3Ds Max / Maya

Houdini

Substance Painter

Motive / Motion Builder

Unreal Engine / Unity

Premiere / After Effects

Programming

Html / CSS

C++

P5.js

Processing

Physical Computing

Arduino

Soldering

Max MSP

MadMapper

WORK EXPERIENCE

Interaction Designer - Garou, Inc.

Jul 2019 – Present | New York, US

Responsible for the end-to-end user VR experience by using Unreal Engine 4 Blueprint system

Create Hi-Fi prototypes, as well as the design system based on research and usability testing, optimize VR projects for distribution in Oculus Store
Iterate on design solutions alongside other designers, and collaborate within the cross-functional team to deliver products

Keep track of tasks using version control and agile management software

Technical Lead - NYC Media Lab

Mar 2018 – Nov 2018 | New York, US

Build business model canvas and roadmap base on user research and data analysis

Build user personas, journey maps, conceptual diagrams, wireframes, and prototypes

Create and develop solutions for users with limited mobilities

Demo the prototype to 200+ users, conduct 100+ interviews for insights and establish feedback loops

Interviewed by CBS News and get funding from NYC Media Lab

VR Level Designer - New Reality Co.

Jun 2018– Aug 2018 | New York, US

Worked on the 3D modeling software to UE4 pipeline and set up lights

Created interactions using UE4's Blueprint system

Optimize VR projects to achieve better performance

Set up version control on SVN

AWARD/SHOWCASE

Garou World - VR Multi-player Platform

Epic Mega Grants 2020

2nd Prize of Verizon "Built on 5G" 2020

AAOX3 - Live Motion Capture Performance

Bodies in Motion NYU 2018

RLab Open House Demo 2019

Drugmatic - Educational VR Experience

MIT Virtual Reality Hackathon 2019 Best VR Finalist (Top 8/105)

Craft - Accessible VR Painting Solution

NYC Media Lab XR Startup (RLab) 2018