

WILLOW HONG

ADAPT · EXPLORE · EMPATHIZE

www.willowhong.design

Apt. #31, 730 S. Negley Ave, Pittsburgh, PA 15232

(607)-280-7381

yiliuh@andrew.cmu.edu

EDUCATION

Carnegie Mellon UniversityAnticipated May 2018

School of Design

- Master of Design in Design for Interactions Candidate

Cornell UniversityMay 2016

College of Architecture, Art, and Planning

Dyson School of Applied Economics and Management

- Bachelor of Architecture, Minor in Business
- Cumulative GPA: 3.603

DESIGN EXPERIENCE

Interaction Design

Crowdsourcing Flyer PlatformOct.24-Dec.10, 2016

IxD Studio Project, CMU School of Design

- Design lead for service flow, platform architecture and wireframes.
- Created AR working prototype using Unity3D and Vuforia.

Meditation Ecosystem | Philips Healthcare.....Sep.14-Oct.19, 2016

IxD Studio Project, CMU School of Design

- Design lead for service flow and hardware prototyping.
- Produced concept video and sensor working prototype.

Architectural Design

Intern ArchitectJun. 1-Jul. 22, 2015

Kengo Kuma and Associates, *Tokyo, Japan*

- Assigned in a 4-person team to work on the Kyoto Municipal Museum of Art Redevelopment Competition. The final proposal won 2nd Place.
- Produced diagrams, renderings and models for the final presentation.

Other Intern Architect Experiences:

TEN Arquitectos, *New York City, NY, USA*2014

China Architecture Design & Research Group, *Beijing, China*2013

WSP Architectural Design Consulting, *Beijing, China*2012

OTHER EXPERIENCE

Design Co-directorJan.21-ongoing, 2017

CMU Summit on US-China Innovation and Entrepreneurship 2017, *Pittsburgh, USA*

- Currently leading a team of 18 designers on all creative projects relating to the pre-summit phase, such as rebranding, marketing collateral, invitation package, etc.

Research AssistantSep. 1-Dec.8, 2016

PNC Bank Project, CMU School of Design

- Conducted research on methods of incentivization for people to improve their financial health.
- Designed a cultural probe package to investigate on the effect of using memory as means for internal self-motivation.

Design DirectorJun. 2-Jul. 28, 2014

Ivy China Forum 2014, *Beijing, China*

- Established integrative design strategies, prepared budget and logistics planning for the two-day forum.
- Guided the team to create visual materials to serve for 20 guest speakers and over 400 audiences.
- Coordinated with web developers to build event website.

Travelerongoing

Germany · France · Czech Republic · United Kingdom · Japan · Taiwan · Tibet · Egypt · Australia · New Zealand · Mexico · China · USA · Italy · Hong Kong · Vatican City

SKILLS

Visual Design

Photoshop · Illustrator · InDesign · After Effects · Sketching · Storyboarding

Digital & Physical Prototyping

Rhinoceros · SolidWorks · AutoCAD · Grasshopper · Vray · 3D Printing · Laser Cutting · CNC Milling · CSS · HTML · InVision · OmniGraffle

Language

Native Proficiency in English and Mandarin Chinese