

# Sammi Guo

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## Work Experience

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### Wild Xinjiang Nature Conservation Institution

Oct. 2021 - July 2022

- **Creative Content Designer**

- Designed articles and social media content on endangered wildlife, boosting audience engagement by 20%.
- Developed branding elements and digital assets for cohesive, impactful campaigns across platforms.
- Collaborated on content strategies, increasing TikTok video views by 30% through effective storytelling design.

### Guarding Wildness

Jan 2021 - July 2022

- **Content creator volunteer**

- Created 50+ posters and graphics for rare animal and plant conservation events, reaching 10,000+ global viewers.
- Collaborated with illustrators on 220+ wildlife campaigns, ensuring brand consistency and boosting audience engagement.
- Directed creative efforts for virtual conservation initiatives, increasing participation among younger audiences.

### Wutian Cultural Media Company

Aug. 2022 - June 2023

- **Media business client consultant**

Hangzhou China

- Provided video production solutions for 75+ clients, handling scene design, scripting, and digital assets, boosting client satisfaction by 25%.
- Directed and edited marketing videos, enhancing visual storytelling and increasing engagement by 15%.
- Crafted copy for marketing materials, ensuring brand voice consistency and driving a 12% increase in CTR.

## Projects

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### Media client Management System

Sep. 2022-June 2023

*A digital online system to tracking clients information.*

- Designed a digital dashboard interface for client tracking, improving user experience and streamlining workflows by 30%.
- Developed visual guidelines and training materials to ensure consistency across all design touchpoints.

### Nature's Museum Laboratory Project

May-July 2022

*A space to connects people and nature, people and art.*

Nature's Museum Laboratory

- Designed exhibition posters, branding materials, and social media graphics, boosting visitor retention by 40%.
- Collaborated with artists and conservationists to create nature-themed branding, enhancing public awareness and community engagement.

## Technical Skills

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- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro)
- Digital Strategy: Branding, copywriting, content strategy, and campaign management
- UX/UI Design: Dashboard interface design, user experience optimization
- SEO & Analytics: Data tracking, content optimization, CMS
- Miscellaneous: Photography, video editing, graphic design, and web design

## Key Soft Skills

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- **Strategic thinker with a results-driven approach to design and branding.**
- **Excellent collaboration and project management skills, consistently delivering high-quality work on tight deadlines.**
- **Quick learner, adaptable to new tools and trends in design and digital media.**

## Education Background

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- **English Literature:** 4 years university education , China Jiliang University . Sep. 2016 - June 2020
- **Graphic Design:** Adobe set skills, design foundation, brand identity strategy \*Ongoing Courses

**Short Version (Brand Statement/Elevator Pitch):**

I'm a graphic designer specializing in crafting meaningful visuals that merge storytelling and functionality, with a focus on branding, conservation, and cultural projects.

**Long Version (Personal Bio):**

As a passionate graphic designer based in Vancouver, I thrive at the intersection of creativity, storytelling, and purposeful design. With experience spanning branding, digital media, and conservation-focused projects, I've developed a knack for creating visuals that not only captivate but also connect. My work includes designing cohesive brand identities, crafting impactful social media campaigns, and collaborating with illustrators and conservationists to amplify messages that matter.

Driven by a love for nature, innovation, and community engagement, I aim to make design a force for good—whether it's increasing audience retention, elevating brand voices, or inspiring action through thoughtfully crafted visuals. In addition to design, I find inspiration in birdwatching, exploring new ideas, and continuously improving my craft to deliver meaningful and effective solutions.