




# YA GUO

UI/UX designer

I'm Ya, a user experience designer based in New York who always enjoy creating useful, usable, credible, accessible and valuable designs for different groups of people and based on different needs. My passion for design is that I will get great satisfaction when good design changes the life experience of more people.

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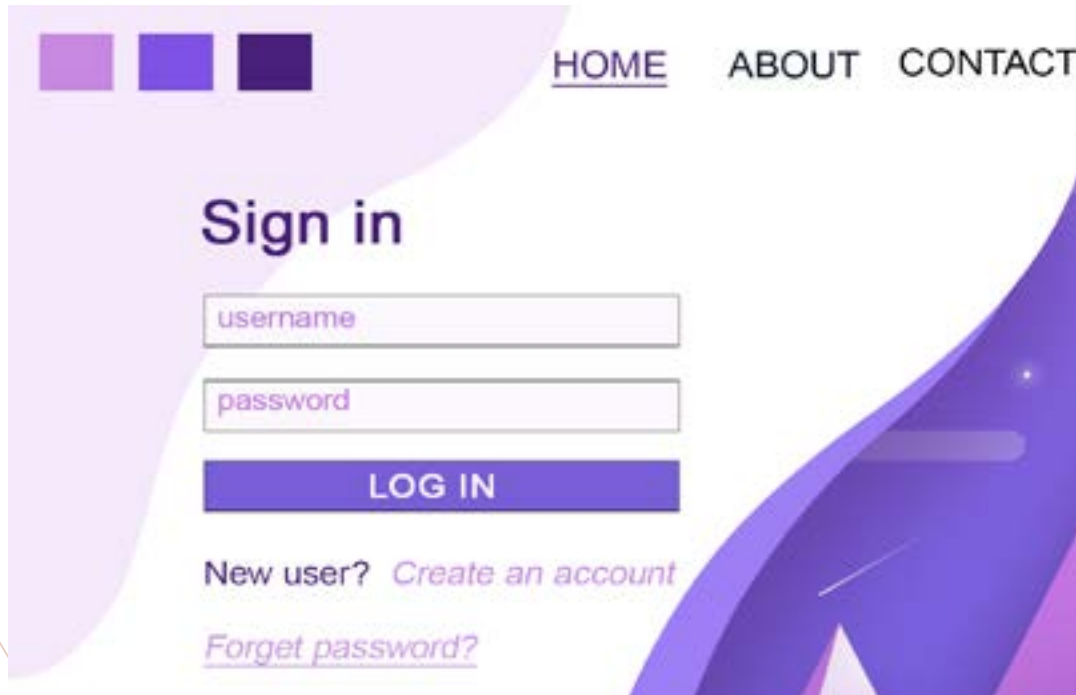
929-844-8296 

Ya Guo **Bē**



# Interface design

These are two different software login pages designed by sigma. One is a sleep recording software login page (the color selection and pattern representation give people a calm feeling), and the other is a shopping software login page with a mixture of black and pink, bringing a sweet and cool style.

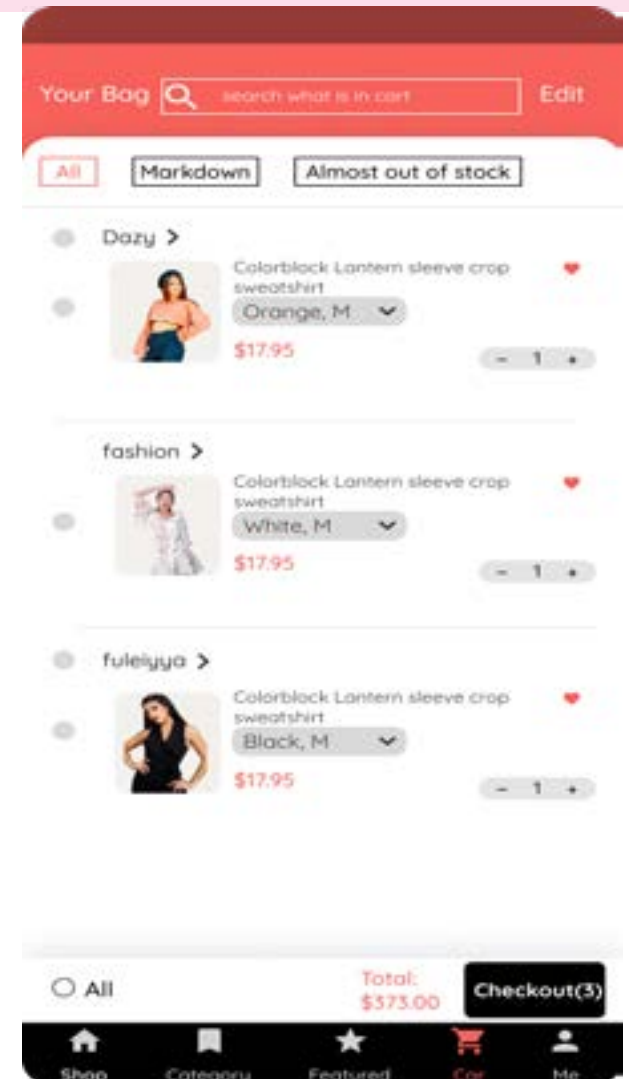
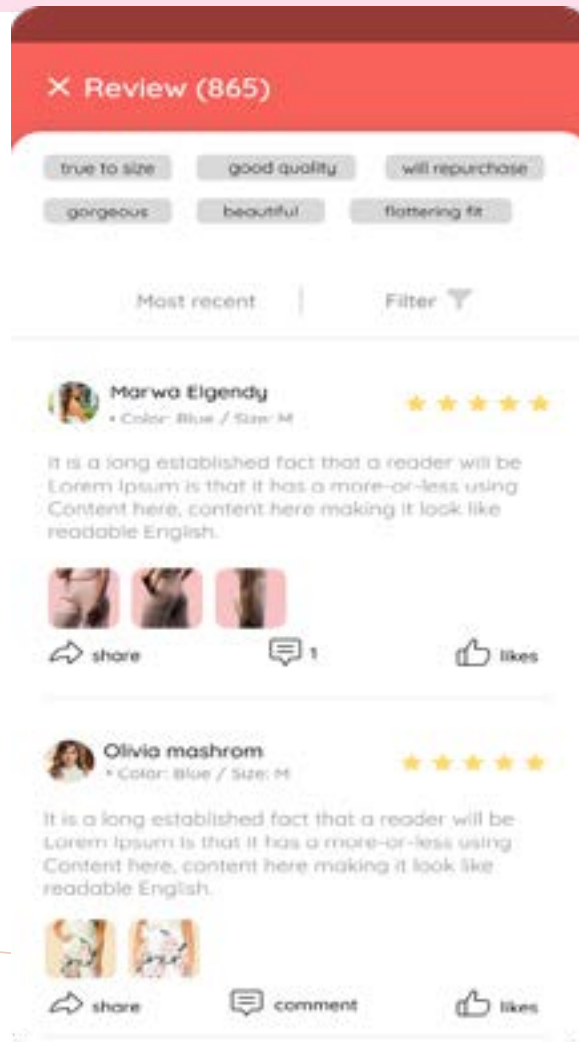
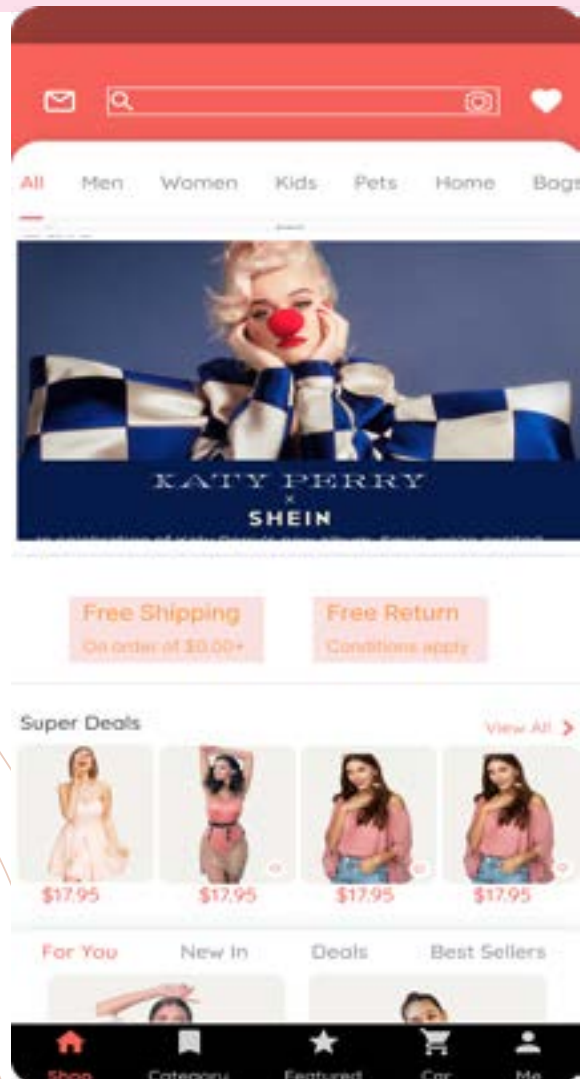


The login page for a sleep recording software features a light purple and white background with abstract purple shapes. At the top left, there are three colored squares (light purple, medium purple, dark purple). To the right, navigation links for [HOME](#), [ABOUT](#), and [CONTACT](#) are displayed. The main heading is "Sign in" in a large, bold, dark purple font. Below it are two input fields: "username" and "password". A prominent blue "LOG IN" button is positioned below the password field. At the bottom, there are links for "New user? [Create an account](#)" and "[Forget password?](#)".



The login page for a shopping software has a clean white background with a black header bar. The brand name "SHEIN" is at the top in red, followed by a large black circular logo with a white "S". The login form includes an "Email Address" field with the placeholder "yaguo081@gmail.com" and a "Password" field with masked characters. A red "Sign In" button is below the password field. Below this, it says "Or Sign in with" followed by "Google" and "Twitter" buttons. At the bottom, there are links for "[Forget Password?](#)" and "[Create an account?](#)". A grey button at the very bottom says "Sign Up with Email".

These are also the interface designs of shopping apps, which are simple and can grasp the pain points of customers, thus maximizing the customer experience. The comment interface is more interactive, which makes customers have a higher level of awareness or trust in the product.





# Magazine and Poster

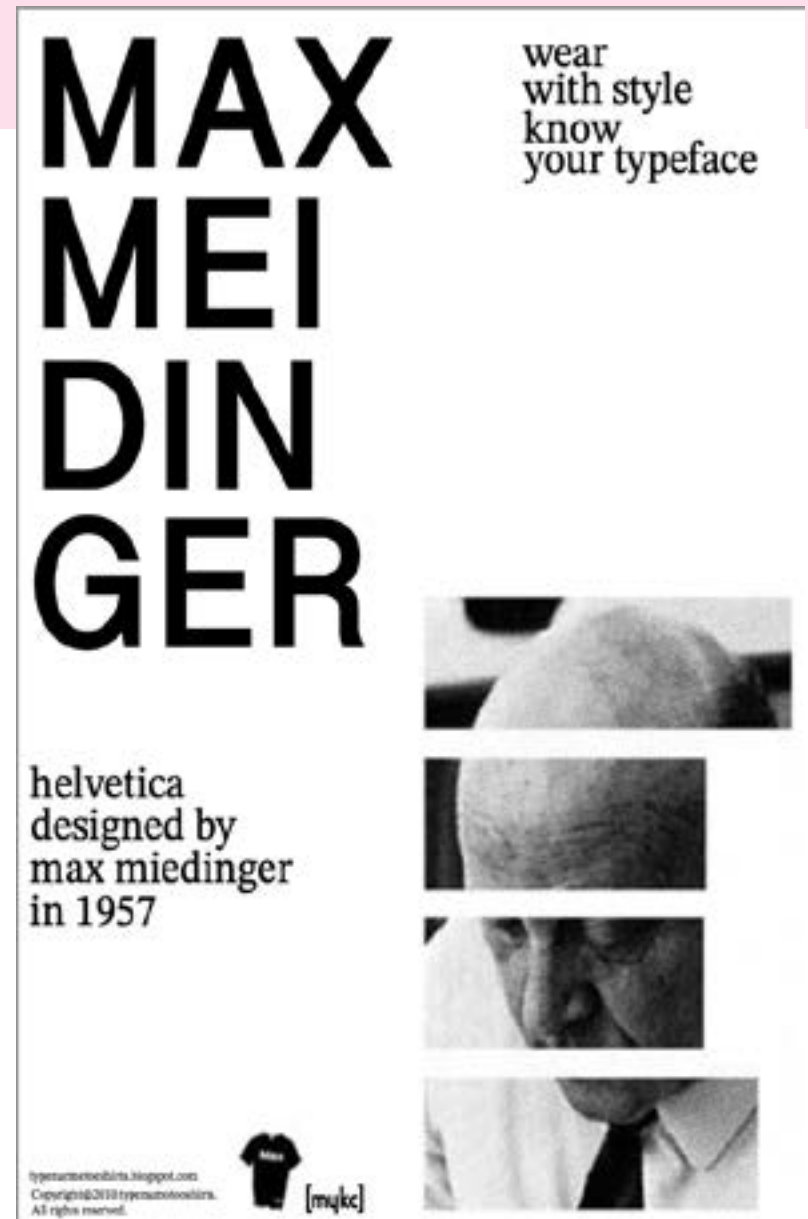
These are two magazine designs made with Indesign, using different grid design schemes. The grid was finally chosen based on the content expressed in the articles and pictures.



After a short break, Wang Yibo started a new journey in the new year. His previously completed work "War of Faith" is about to be released, and two other highly popular new variety shows will also start recording this year. With the increasing attention, Wang Yibo is increasingly showing his personality in front of the public. Many people say that he is a very contradictory person, because this young man answers questions briefly and directly in interviews, and is even more confident when working as a host. But he is dominating and down-to-earth when dancing under the spotlight, and he is unbridled and unrestrained on the racing track.

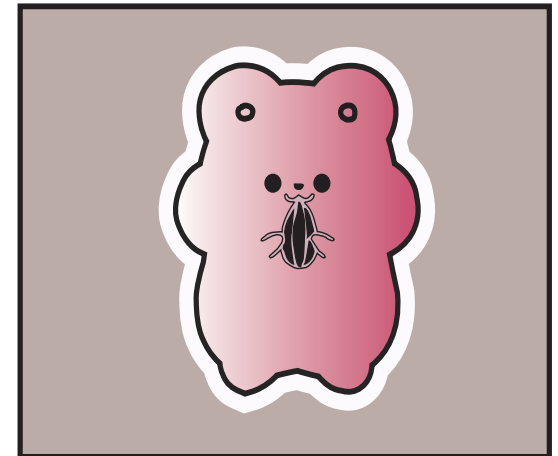
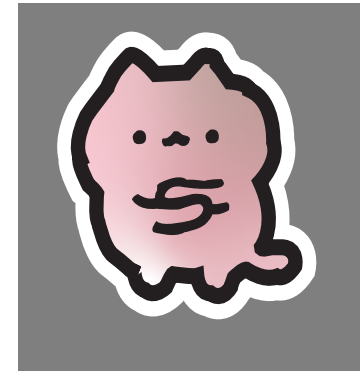


This is also a work created in InDesign. The requirement of this work is to create a unique poster based on two different fonts and adapt it to the style of the fonts. Times New Roman is a serif font, which exhibits a restrained elegance, making it suitable for a wide range of applications. Helvetica is a sans-serif font known for its clean, simple and modern look, so the poster is also simple.



# Illustrator design

The following are all works using Illustrator, including watermark, icon and sticker designs. Watermarks can be used on my personal works to prevent theft. Icons are relatively simple 2D designs. Stickers are cute and suitable for expressing a happy mood.





Here at the left side are photoshop works which is my daily life and what small appliances I have at home. Right side are the animation character I did with illustrator, which bring a cuttie style and make a funny story.





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# Let's work together!