

WEIHONG RONG

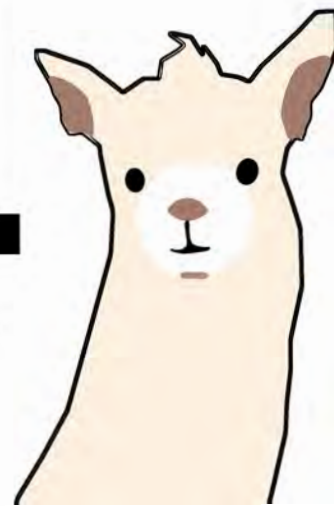
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- 1_** ao logo design
- 2_** class councils campaign
- 3_** public journal
- 4_** thread
- 5_** establishment
- 6_** GoTime
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ao logo design

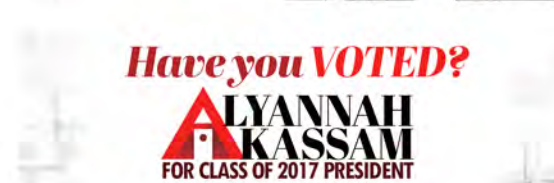
logo design for hospitality start up ao targeting young Chinese customers seeking vacation rentals.



class council campaign

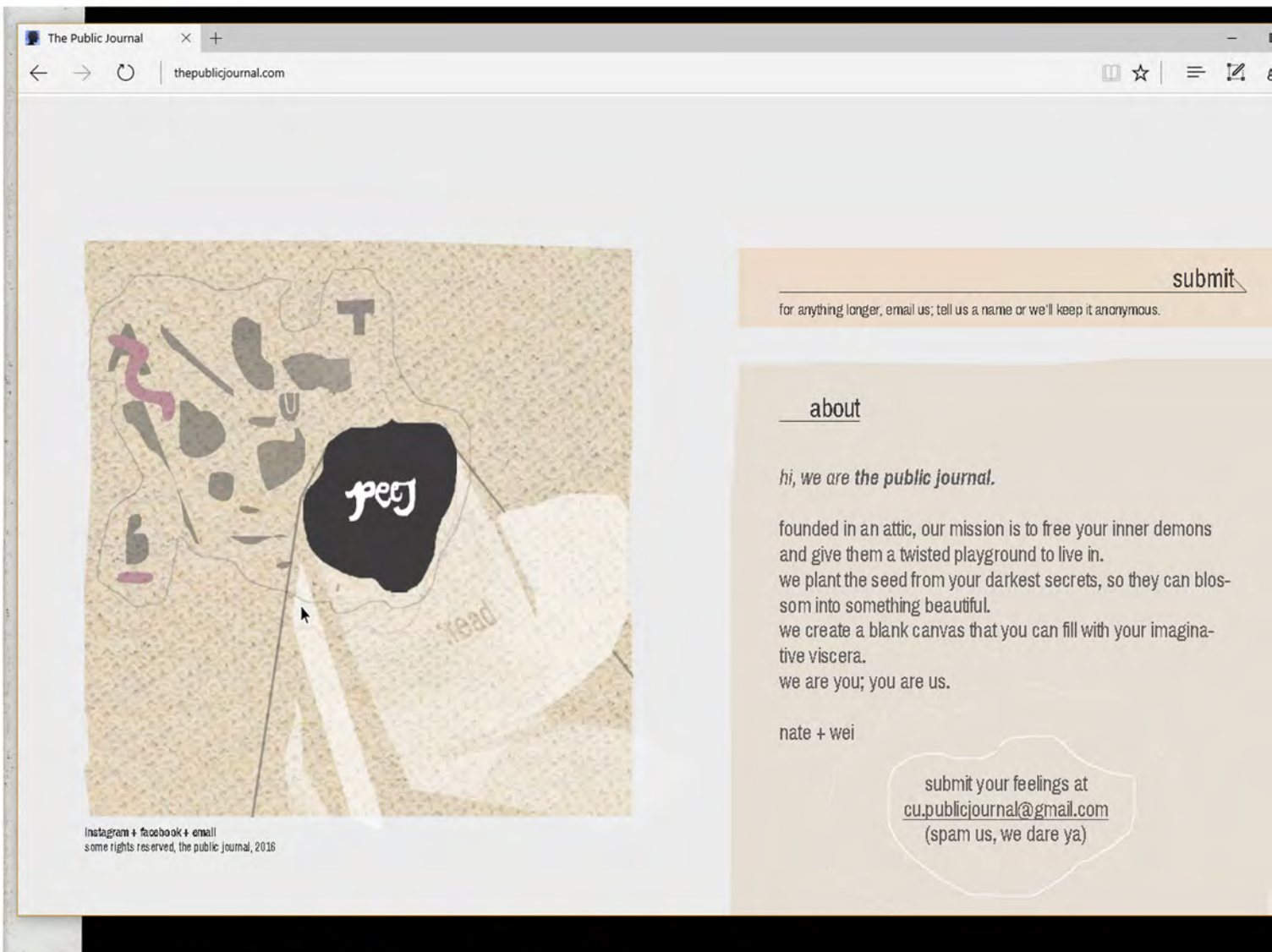
created all visual materials for
student body president campaign.

HEADING HEADING
#8B272A
BODY BODY
#EE2222



public journal

public journal is a independent journal
seeking to expose the rhapsody of campus
life through a collect of text and visuals.
see more at thepublicjournal.com



thread

Thread is a fashion magazine that acts like a design organization, thought platform, and artistic collective.



establishment

this project created promotional visuals,
including a menu, posters and Social Media
assets for a Cuba themed restaurant
management night.

Starter

Camarones al Ajillo

Sautéed shrimp, garlic, lime,
parsley, tostones or fried green
plantains

\$9

Entrée

Picadillo

Ground beef, tomato sauce,
potatoes, raisins, olives, yucca cake,
fried egg, avocado salad

\$13

Dessert

Paleta de Mango y Guayaba

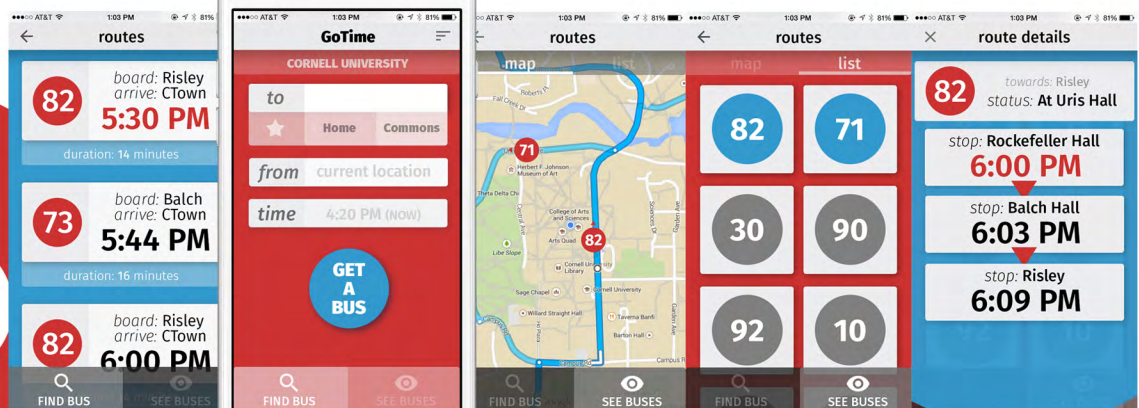
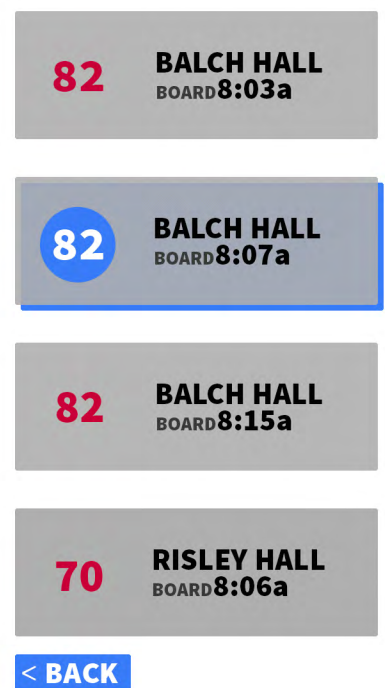
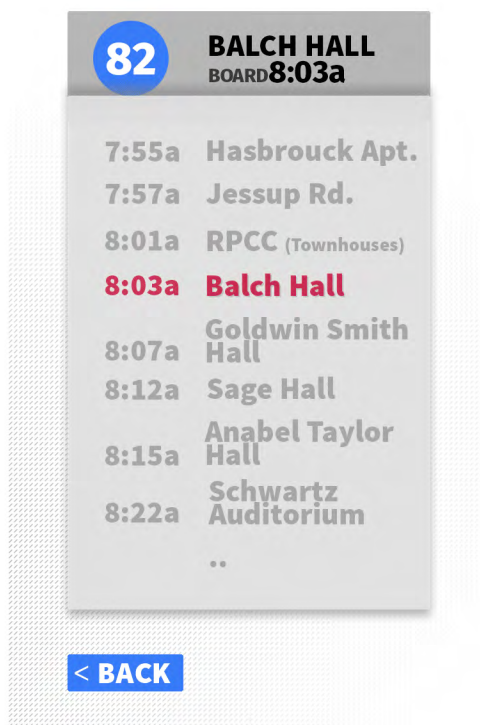
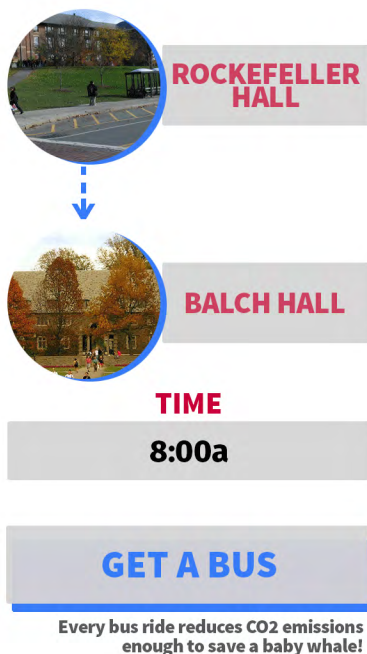
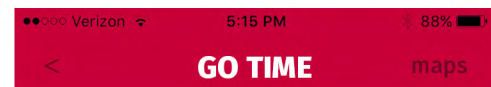
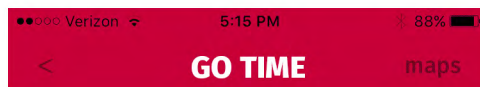
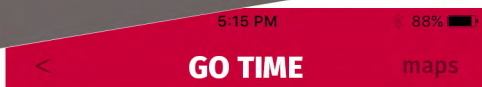
Mango-guava Popsicle

\$6



GoTime

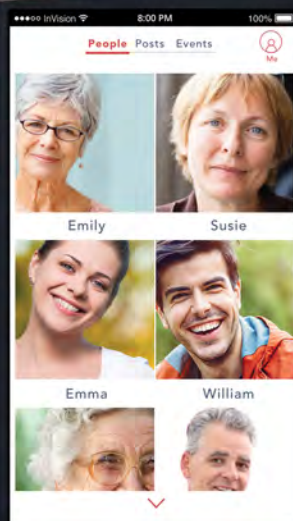
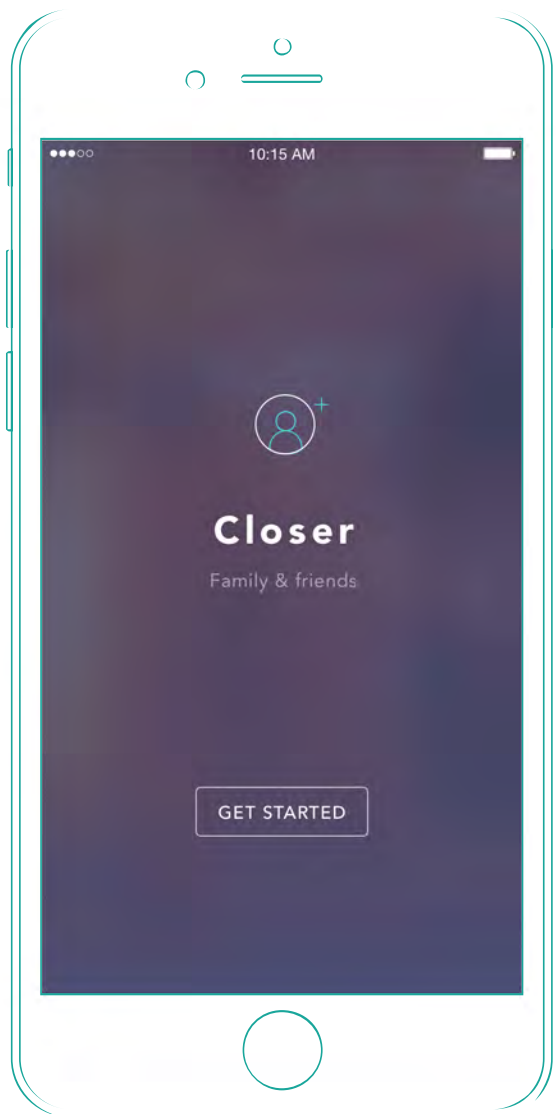
Created UX mockups for a proposed bus app targeting college campuses.



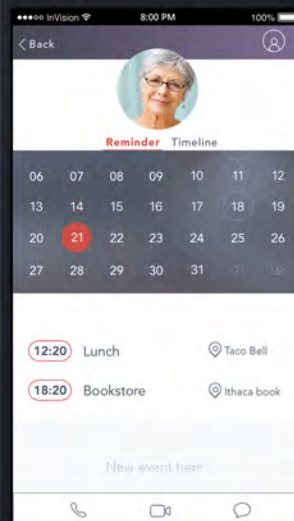
GoTime

Closer

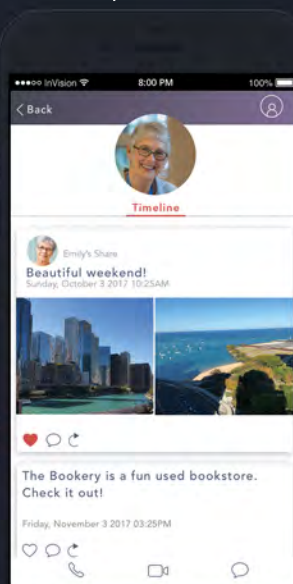
Created a platform to help older adults connect that puts people first.



People Page



Individual Reminders



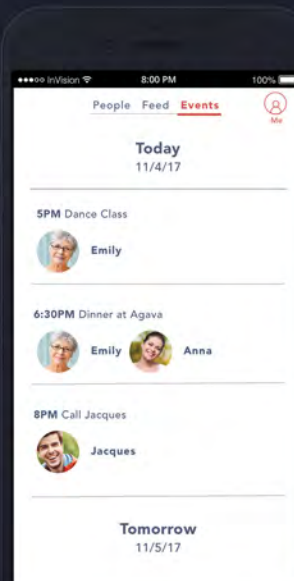
User Page



Unified Posts



Individual Posts



Unified Calendar

misc

sample of freelance/personal projects



diversity program:

movie screening + discussion

thurs 7/21/16

balch unit 1 lounge

documentary "white people"

popcorn + juice



EFFECTIVE ALTRUIISM
CORNELL

CORNELL SUMMER COLLEGE

**TALENT
SHOW**

**Friday 7/8/16
7-9 PM**

Biotech G10

**Auditions 7/5 5-7 PM DFL
Rehearsals 7/6 - 7/7 5-7 PM DFL**