XINRAN PENG

UX Designer

xpeng9805@gmail.com
www.xinranpeng.com
929-310-8154

EDUCATION

Indiana University | **Bloomington, IN**   **Expected: May 2024**
M.S. in Human Computer Interaction / design   GPA: 4.0

School of Visual Arts | **New York, NY**   **2016 – 2020**
BFA in Design | Graduated with Honors   GPA: 3.84

WORK EXPERIENCE

UX & UI Designer

PIX Moving | **China**   **May – Aug. 2022**

- Led the redesign of the DeAuto Hackathon website and collaborated closely with in-house developers, marketing specialists, and vehicle engineers.
- Optimized the online application process for the hackathon with restructured information architecture, elevated visual design, and improved content writing.
- Increased applications received from less than 30 to more than 200 and boosted the conversion rate by 5 times, from less than 5% to 25%.
- Self-initiated research on improving the current product unboxing experience, conducted competitor landscape research, prompted alternative solutions to the supervisor, and eventually conducted several internal tests.
- Followed, maintained, and contributed to the existing design system, creating consistent visual design for the company's website, in-house materials, and social media.

UX & UI Senior Designer

NONE Studio | **Remote**   **Oct. – Dec. 2020; July – Sept. 2021**

- Led 3 projects from ideation to execution in 5 months. Led a team of 4 designers and 2 developers and redesigned and launched the website for Seascape, an NFT gaming platform, in 6 weeks.
- Aligned progress and followed up with the client at every milestone, communicated with developers constantly to understand technical feasibility, and worked around technical constraints to prioritize delivery.
- Utilized user journey maps, wireframes, and animated prototypes to assist web developers and to help the client envision how users will experience their website.
- Established a cross-platform design system and applied the system on the website, mobile, editorial, packaging, and animation design.

Design Intern

Wix.com | **New York, NY**   **May – Aug. 2020**

- Selected as one of 48 participants out of 1,000+ candidates for Wix's intensive 3-month web design internship program.
- Collaborated with a multi-disciplinary team of three, designed and launched a live website for an NGO, Winning Women Series.
- Elevated current branding and composed the handover document, including design guidelines to help the client maintain a consistent brand language in the future.
- Increased WWS' online exposure with improved SEO, resulting in audience growth from less than 1000 to currently over 4000 and a steady increase in subscribed users.

SKILLS

DESIGN METHODS

Wireframe
Prototype / UX Mockup
User-Centered Design
Visual / Graphic Design
UI Design
Interaction Design
Responsive Design
Affinity Diagram
User Personas
Information Architecture
Sitemap
Speculative Design
Scenarios
Storyboard
Accessibility in Design

RESEARCH METHODS

Interviews
Contextual Inquiry
Diary Studies
Card Sorting
Surveys
Co-design
Probes
Workshops
User Flow / Journey Maps
Empathy Maps
Competitive Analysis
Usability Testing
A/B Testing
Quantification

TOOLS

Figma / FigJam
Sketch
InVision
ProtoPie
Miro
Principle
Webflow
Balsamiq
Zeplin
Asana
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Adobe Premiere