

XINRAN PENG

UX Designer

xpeng9805@gmail.com

www.xinranpeng.com

929-310-8154

EDUCATION

Indiana University | **Bloomington, IN**
M.S. in Human Computer Interaction / design

Expected: May 2024
GPA: 4.0

School of Visual Arts | **New York, NY**
BFA in Design | Graduated with Honors

2016 – 2020
GPA: 3.84

WORK EXPERIENCE

UX & UI Designer

PIX Moving | **China**

May – Aug. 2022

- Led the redesign and launch of the DeAuto Hackathon website and improved the overall user experience by reconstructing the information architecture and elevating visual design, resulting in a drastic increase in visitors and a success rate of 78%.
- Identified opportunities to improve current product delivery and unboxing experience, conducted self-initiated research on the competitor landscape, prompted the redesign solution to the supervisor, and eventually conducted internal testing.
- 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 and led a team of designers and a coder.
- Redesign and launched the website for Seascope, an NFT gaming platform, aligned requirements with clients and developers to ensure technical requirements were met, and delivered consistent designs.
- Conducted extensive competitive research and identified pain points in the existing website's design and information architecture.
- Utilized user flow and journey map and several iterations of wireframes and product mockups to help the client envision how users will experience their website.
- Animated the prototype to assist web developers in bringing the vision to life.
- 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.
- Developed a design system from scratch and composed the handover document to help the client maintain a consistent visual design in the future.
- Communicated with developers to customize features for the client, understood technical constraints, and worked around these limits to prioritize delivery.
- Optimized WWS' website usability and increased by an estimated 49% and success rate by 56%, and boosted the online exposure with improved SEO, resulting in audience growth from less than 1000 to currently over 4000 and a steady increase in the subscription rate.

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