

Xinran Peng

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EDUCATION

Bachelor of Fine Arts, Design (Graduated with Honors) 08/16 – 06/20
School of Visual Arts, New York (NY), USA
GPA: 3.84

HONORS AND AWARDS

Term Honors (GPA top 5%) **Fall 2016, Spring 2017**
High Term Honors (Portfolio graded 5/5, GPA top 5%) **Spring 2019**
Silas H. Rhodes Merit Scholarship **2016 – 2020**

ACADEMIC PROJECTS

Tesla Alert **Spring 2019**

Under the guidance of Stephen Winchell, worked on the project as part of the course IXD AND COMM.

- Collaborated with two other designers, identified problems in Tesla's vehicle maintenance experience through in person and online user research.
- Created the user flow and wireframes, followed by user testing using wireframes prototyped by InVision.
- Redesigned Tesla's current mobile app to assist car owners in self-diagnosing their vehicles and renting from Tesla.
- Created a desktop system to assist Tesla repair center in processing requests more effectively and efficiently.

NEUS **Spring 2019**

Under the guidance of Stephen Winchell, worked on the project as part of the course IXD AND COMM.

- Identified the problems in current media and created the NEUS, a news app that aimed at eliminating bias in news reports by erasing the limitations of language and nationality and allowing users to access diverse news sources all around the globe.
- Independently completed the design challenge, created the user flow and wireframes, presented the finished work via a designed website, and incorporated animation to bring the design to life.

WORK EXPERIENCE

Senior Designer **11/20 – 12/20; 07/21 – 09/21**
None Studio, China (Remote)

- Took charge the design of a live website for Seascope, a gaming company; collaborated closely with developers to ensure technical requirements and progress were met.
- Created user flow and wireframes, designed visual elements, and animated the final design, using Adobe XD, Adobe After Effects, and Figma.
- Worked in a team to design and develop set of new packaging for a local restaurant based on their existing brand image. Elevated the current branding to attract younger customers.

Design Intern **06/20 – 09/20**

Wix Playground Academy, New York (NY), USA

Selected as one of 48 participants out of 1,000+ candidates for Wix’s intensive 3-month web design program.

- Attended interactive training related to web design, which covered pre-production, research methods, web accessibility, wireframing and content strategy.
- Created an online campaign for quip using animation. Launched a marketing landing page with Wix Editor for quip's holiday gift sets using photographs and animations.
- Created, designed, and launched a live website for a local nonprofit, Winning Women Series, as part of a three-person team. Resulted in audience growth to over 4K, a successful product launch using the site, and multiple online events were hosted.
- Designed and developed a live personal portfolio website which was featured on the Wix Showroom.

Design Assistant **05/19 - 08/19**

PSFK, New York (NY), USA

- Optimized the company's website structure and redesigned welcome page, homepage, user toolbox, checkout process, and email templates.
- Created Keynote presentations and motion graphics for internal and external client's use, collaborating with the content strategy team to facilitate creative solutions.
- Designed the branding for an online event and used Adobe Photoshop and Adobe InDesign to create visuals and retouch photos for the event.
- Designed editorial layouts for six magazines and city guides.

SKILLS

Proficient in the use of:

InVision
Figma
Sketch

Adobe XD
Adobe After Effects
Adobe Premiere

Adobe InDesign
Adobe Photoshop
Adobe Illustrator

Languages:

Chinese (native)

English (fluent)