



# Peiqi Zhang

## Product Designer

Dynamic Product Designer with 3 years of professional experience. Skilled in UI/UX design, user research, and Visual Design, with a keen eye for detail and a commitment to delivering functional and aesthetically pleasing designs.

[Portfolio: peiqiz.com](#)

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## Experience

### Lead UI/UX Designer | Next Innovation LLC

04, 2024 - Present / State College, PA / Remote

- Lead UX design team of 3, crafting intuitive interfaces of CourtVision App that prioritize user experience and engagement. Oversee the entire design process, including prototyping, design system, high-fidelity mockups, and usability testing.
- Collaborating closely with cross-functional teams, including developers and product managers, ensures seamless alignment between design vision and technical implement.

### UI/UX Designer | Next Innovation LLC

01, 2024 - 04, 2024 / State College, PA / Remote

- Collaborated with other designers on a basketball strategy app, from research to prototype, winning a \$2,500 Penn Wharton Innovation Fund award.
- Conducted comprehensive user research to develop detailed personas, developed prototypes and mockups that focus on navigation and user flow.

### UXUI Design Intern | Radical AI

10, 2023 - 03, 2024 / New York, NY

- **REX AI Interview Coach:** Collaborated with a team of UX designers to develop the REX Coach, aimed at revolutionizing job interview prep with AI feedback. Conducted crucial user research to hone the app's interface for its anticipated 2024 launch. Responsible for the experience through voice/text interactions and AI feedback to boost engagement.
- **AI Tutor Canvas:** Collaborated with the Senior Product Designer, focusing on user-centric design to craft an interactive learning environment that includes integrated quizzes and code editor functionalities. Played a key role in the design and user testing phases, significantly enhancing educational engagement and multi-device accessibility.

### UI/UX Design Assistant | Wuhan Forecloud Intelligence Co.

04, 2022 - 07,2023 / Wuhan, China

- Enhanced the user interface of a nucleic acid testing app and a swab distribution Machine's interface, which is the first nucleic acid information self-input equipment in China.
- Redesign of the COVID test site system, incorporating user studies, journey mapping, and data analysis, resulting in over 500+ units deployed across Wuhan by June 2023.

### Contract Visual Design Lead | Central South Metro Media Group

11, 2022 - 01,2023 / Wuhan, China

- Led a team of graduate students from Hubei University of Technology in crafting the company's annual data report, focusing on sophisticated data visualization and creating a comprehensive design guide for the booklet.

## Education

### University of Wisconsin-Madison

2023-2024

MS Design+Innovation  
Specialization in UX Design

### Parsons School of Design

2019-2023

BFA Communication Design  
Dean's List + Academic  
Honors

## Skills

### Design

Visual Design, User Flows,  
Concept Sketches,  
Experience Mapping,  
Wireframes, Prototypes,  
Mockups, Motion Design,  
Design System

Graphic Design, Branding,  
Packaging, Illustration,  
Printmaking

### Research

User Interviews,  
Persona Hypothesis,  
Competitor Analysis,  
Usability Testings

## Tools

Figma, Adobe Creative  
Suite, Tableau, Miro,  
Squarespace, Webflow,  
Wix, Framer,  
HTML+CSS Basics