



Peiqi Zhang

Product Designer

[Portfolio: peiqiz.com](#)

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Dynamic Product Designer with a Communication Design BFA from Parsons. 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.

Experience

UI/UX Designer | Next Innovation LLC

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

- Collaborated with the co-founder and product manager on a basketball strategy app, from concept to delivery, winning a \$2,500 Penn Wharton Innovation Fund award.
- Conducted comprehensive user research to develop detailed persona, developed high-fidelity prototypes that focus on navigation and user flow, created a comprehensive design system.

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 | MS Design+Innovation

2023-Present

GPA 4.0

Parsons School of Design | BFA Communication Design

2019-2023

GPA 4.0 / Dean's BFA Scholarships / 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, Basic Understanding of HTML, CSS, JavaScript