

Peishi Han

UXUI Designer · Tech Enthusiast · 4 Years

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WORK EXPERIENCES

Wellav/Sencore Technology – UX/UI Designer Jun 2023 – Present

- **Interface Design:** Created user-centered interfaces based on product positioning and market demands.
 - **International Products:** Led UI design for ProAV series products (VA, P-AVN-4, SCG) and Centra series products (CM, CG, Omnihub Pro, MRO 7000), maintaining iterative design updates.
 - **Domestic Products:** Independently designed dashboards and interfaces for Public Broadcasting Systems, Smart AI Monitoring System, and Hotel IPTV, ensuring the compatibility of the products on different devices.
- **Interactive Prototypes:** Developed high-fidelity prototypes to demonstrate page flows, interactive operations.
- **Design Systems:** Established design specifications, components, and icon libraries to maintain visual consistency.
- **Collaboration:** Coordinated with global PM and developers to ensure design feasibility and align with requirements.

XSKY Technology – UI Designer Sept 2021 – Mar 2023

- **Design System:** Designed and created the entire Figma component library independently (80+ components and icons), improving the team's design efficiency by more than 60%.
- **Design Guidelines:** Primarily led the formulation, iteration, and acceptance testing of the design specifications for Elastic Cloud Server which were adopted by over 5 product lines, increasing the reuse rate by 40%.
- **Feature Design:** Mainly participated in product design of XHERE as ux/ui and provided 8+ functional design solutions, including user research, mind-mapping, workflow, prototyping, etc.
- **Design Review:** Documented contentious solutions from design reviews with final decision rationale, and formalized design patterns, universal principles, and application standards for team reference.
- **Design QA:** Conducted UI audits of developed pages and ensured design-to-development fidelity.
- **Team Building:** Shared design experiences, such as component construction design, research methods, etc.

HUAQIUTONG – UI Designer (Intern) Jul 2021 – Sept 2021

- Independently designed high-quality UI, overall visuals for 6+ international e-commerce websites.
- Generated motion graphics, icons, interactive prototypes for client projects.

9Shadow – UX/UI Designer (Intern) Oct 2020 – Feb 2021

- Provided multiple design solutions for different devices and platforms, including website, mobile, h5 game, etc.
- Designed the UX and UI of Panda Parkour Game for Shanghai Science and Technology Museum, which has received 2,936 visits in the first month since its launch, and produced 26 pages of low-fidelity prototypes and the 3 versions of workflows.

PROJECTS

PlexusAV Series ToB Web UXUI Iteration/Optimization Jun 2023 – Present

- **Product Positioning:** 4K IPMX management system for professional audio and video engineers (AVN-4, SCG, VA), with robust audio, video, and data transmission.
- **Challenges:** Weak brand association and inconsistent visuals among products; complex operations; discrepancies between UI and actual products; functional iteration.
- **Product design:** Based on product positioning, user needs, and competitive insights, established visual standards aligning with user expectations and brand identity. Simplify workflows by addressing user feedback, streamline operations and ensure usability. Synchronize interfaces, optimize designs, and use Figma to create over 80 high-fidelity prototypes, supporting core functionalities and business processes.
- **Impact & Value:** The product series was highly praised at the professional Infocomm exhibition in USA, with P-AVN-4 quarterly sales increasing by 30%.

MyPeer AI Language Learning ToC Web/Mobile UI 0-1 Design Sept 2023 – Jan 2024

- **Product Positioning:** AI-driven Web/Mobile app, integrating AI algorithms with social practice scenarios to provide immersive language practice.
- **Challenges:** To create youthful, vibrant, AI-inspired brand visuals; design multimodal (voice/text) interactions; maintain responsive cross-device consistency.
- **Contributions:** Led end-to-end UI design from concept to implementation; established the "Vital Purple" brand visual system using micro-gradients and soft shadows for enhanced interface hierarchy; documented all component interaction states; created interactive motion prototypes.
- **Value:** Achieved 85% component reuse rate, saving 4 design hours weekly; improved iteration efficiency by 60%; reduced first-phase launch cycle to 2 weeks.

SKILLS

DESIGN

Figma	Sketch	XD	MasterGo
PS	Axure	InVision	ProtoPie

Product Research	User Research
Prototyping	Motion Design
AI Drawing	Data Visualization

PROGRAMMING

HTML	CSS	JS	Echart
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PERSONAL SUMMARY

Expertise in Complex B2B Product Design
Strong Collaboration & Communication
Experienced in coding and data visualization
Analytical & Fast-Learning
Passion for tech and design exploration (AIGC, AI-driven design)

EDUCATION

Communication University of Zhejiang (B.A.)
Information Management & Information Systems
Sept 2017- Jun 2021 Top 3% / GPA: 3.8

AWARDS

CET 6、Computer Level 3、CompTIA A+、
ZStack Cloud Computing Technician-ZCCT、
Web Front-End Development Vocational Skill