PEIJIN DU

HELLO

I'm Peggy Peijin Du
Designer + Design Thinker

Ann Arbor, MI

CONTACT

peggydu@umich.edu
734.644.7098

Portfolio
https://www.iampeggydu.com

EDUCATION

Master in Human Computer Interaction
University of Michigan,2020-2022

Bachelor in Architecture
XAUAT,2015-2020

SKILLS

User Research
Data Analyzing
Wireframing
Prototyping
User Testing

TOOL

MS Office
Adobe Suite (Ps,Ai, Pr, Id)
Sketch / Figma
Invision/Flinto
Google Analysis

LANGUAGE

HTML/CSS
Javascript
Python

EXPERIENCE

University of Michigan SPH · Jan. 2021 - Present
UX Designer
• Working in partnership with school's data scientists and other UMSI students to develop a web application
• Improving students' user experience on the website
• Creating wireframes UX outline, and related features

Accenture | designaffairs · Sep. 2020 - Nov.2020
UX Research Intern
• Conducted qualitative research to uncover the pain points for our client "SIEMENS"
• Helped with synthesizing data to gain valuable insights
• Collaborated with cross-functional teams to implement our insight to the new product

Court Innovations--Project · Jan. 2021 - Apr.2021
UX Research
• Conducting qualitative interviews through contextual inquiry. Processing and Analyzing data in our research to valuable insight
• Communicate our final recommendation with our real-client in both oral and written form