CHENG PENG

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New York

TOOLS

UX/UI:
Figma
Photoshop
Illustrator
Adobe Creative Suite

3D Modeling:
Rhino, Grasshopper
V-Ray, D5 Render
Blender
Unity

Coding:
html/css, JavaScript
React, three.js
p5.js, Arduino, MQTT

SKILLS

Agile Methodology
Research & Design:

User Research
Qualitative Analyzing
Quantitative Analyzing
Heuristic Evaluation
Accessibility (WCAG)
Design Thinking
Design Strategy
Persona & User Journey
Info Architecture
Prototyping
A/B & Usability Testing

Other:
Architectural Design
3D Modeling
3D Printing
Grahpic Design
Video Editing

EDUCATION

Cornell University Ivy League, QS Ranking 16th — Ithaca & New York, US

Master of Science in Design Technology

XR Collaboratory —— Research Assistant — 2024.8-2026.6

Focus Areas: User Experience, Interactive Product Development, Interdisciplinary Design

University of Manchester QS Ranking 27th, QS subject ranking 5th — Manchester, UK

RIBA Part I – Bachelor of Architecture

Focus Areas: Human-Centered Design, Spatial Interaction, Digital Fabrication — 2020.9-2024.6

PROFESSIONAL EXPERIENCE

OiiOii / Shanghai Tianma Xinkong Technology Co., Ltd. — 2025.8 – Present (4 months)

UI & UX Design Intern │ Beijing, China (Hybrid)

- **Improved Generation Efficiency:** Led a full-cycle UX audit of the OiiOii AI animation platform, using real user task reconstruction and interface behavior analysis to identify key interaction bottlenecks impacting learning cost and generation efficiency; delivered a prioritized, actionable issue list that informed iteration, resulting in a significant increase in beta invitation requests and reduced drop-off in the core generation flow.
- **Optimized Creation Workflow:** Redesigned key creation flows—including asset input, prompt editing, storyboard selection, shot adjustment, and generation preview—by refining navigation logic and visual hierarchy, reducing user error rates and improving overall creation fluency.
- **Enhanced Design Consistency:** Refining the design system and component alignment; collaborated with front-end engineers to validate UI components, interaction logic, and pre-launch QA. Delivered actionable issue lists and prioritized roadmaps for the next iteration, improving cross-flow consistency and reducing rework cost.

Beijing Transarchi Technology Co., Ltd. — 2025.5 – 2025.7 (3 months)

Tech Innovation & Product Designer │ Beijing, China

- **Embedded UI Development:** Designed an IoT elderly-care service system using SquareLine Studio; developed interface logic, data visualization, and device control workflows, improving user task efficiency by 40%.
- **Industrial Design Execution:** Led safety-inspection industrial equipment prototyping; delivered product concept models, structural layouts, and key mechanical assembly plans for robots and industrial devices.
- **Hardware System Development:** Completed data-collection hardware based on ESP32 modules; developed sensor-data transmission and device-management platform functions; improved reliability of networked monitoring.

China IPPR International Engineering Co., Ltd. — 2021.6 – 2022.6 (12 months)

Assistant Architect, Medical Architecture Design and Research First Institute │ Beijing, China

- **Technical Proposal Development:** Produced proposal packages for 7 medical projects, including technical specifications, concept design, and cost estimation, supporting business expansion.
- **Site Evaluation:** Conducted site studies and code reviews across 5+ provinces, providing planning and compliance strategies for 5,000–50,000 m² healthcare facilities.
- **Cross-Disciplinary Coordination:** Coordinated multi-disciplinary teams to integrate equipment requirements, circulation planning, and safety criteria, ensuring feasibility and functional completeness of design proposals.

HONORS & SELECTED WORKS

Cornell Milstein Art & Technology Exhibition – 1st Place (Art & Tech Award)

Ithaca, USA │ 2025.4

Diplomask – Design Tech Open Studio Featured Project

Ithaca, USA │ 2025.4

AI-Enhanced Educational Toy Development – Selected Team, AI Hackathon

New York, USA │ 2025.2

- Developed an AI-powered physical learning toy for K–12 students with teacher-customizable interactive lessons.