

Chloe Peng

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EDUCATION

Drexel University

Philadelphia, PA

Bachelor of Science in User Experience and Interaction Design

Expected Graduation: June 2028

- **Honors/Awards:** Dean's List, Founder's Scholarship
- **Relevant Coursework:** UI Design, Interaction Design, Human Computer Interaction, Product Design Thinking

WORK/LEADERSHIP EXPERIENCE

Coalition of Asian American Children and Families (CACF)

Manhattan, NY

Communications Intern

June 2024 - Aug 2024

- Revamped the organization's social media posts by implementing information hierarchy and visual clarity, to prioritize key content and improved readability, leading to more efficient content consumption and user engagement
- Standardized a branded slides template and style guide, which increased production efficiency by 15%
- Publicized key moments for promotional materials through photography at official events like AAPI-LEAD Youth Conference and ASAP 20th celebration, and enhanced brand visibility by a 5% increase in audience reach

Drexel Global China Connection (GCC)

Philadelphia, PA

Marketing Chair

Oct 2023 - June 2024

- Spearheaded event announcements on Instagram and Facebook, administered a posting schedule across 3 teams, boosted account engagement by 10%, and generated 4.8k views through short-form content
- Orchestrated logistics for 10 events, by overseeing venue layout, resource allocation, and flow management in alignment with the club's cultural, social, and professional goals by collaborating with internal teams
- Directed the visual design and on-site coordination for a Lunar New Year event with over 200 attendees, ensuring the smooth execution of activities and performances while providing photographic coverage for participant satisfaction

Apex for Youth

Manhattan, NY

Mentee of College Access Program & SCEP

Sept 2022 - Aug 2024

- Participated in 10 monthly workshops that provided advice on college applications, financial aid, and scholarship search and increased student's college readiness by connecting them to active industry professionals through a mentor
- Introduced new ideas on additional ways Apex can aid underrepresented Asian and immigrant youth in the city, such as having a college and career panel hosted by alumni to help 40 high school students with their search
- Awarded Apex Norman C.T. Liu Scholarship (\$2k) for academic excellence and inspiring work for the community

Infinity Education

Brooklyn, NY

Intern for Digital Design Cohort

July 2022 - Aug 2022

- Designed 30 graphics of movie posters, album covers, and using Adobe Illustrator, with a focus on design principles
- Developed sample promotional content for Instagram posts/stories and 3 TikTok videos, to enhance brand presence
- Launched a WIX portfolio to showcase projects visually, and optimized discoverability to boost content accessibility

PROJECTS

EcoPoints Mobile App

Philadelphia, PA

Project Manager

Dec 2023 - Jan 2024

- Led a team of 4 members and oversaw the UX design of a prototyped mobile application and accompanying physical product, with a focus on user-friendliness and providing users a call to action that will incentivize them to recycle
- Ideated a multimedia solution inspired by gamification apps that collaborates with campus recycling stations and encourages college students to recycle by rewarding them with points that can redeem snacks at vending machines
- Conducted research by surveying 30 college students, and gathered insights on the target audience's perspective regarding the reasons why they don't recycle, to which 60% say it was due to lack of knowledge and access to bins

YU&ME BOOKS Website Redesign

Philadelphia, PA

UI Designer

Jan 2024 - Mar 2024

- Redesigned YU&ME BOOKS' website to address the user problem of complex navigation and clear design inconsistencies such as typography, border/margin widths, and color scheme to increase user satisfaction by 30%
- Devised sketched frames for each page of the website based on the needs and wants of a design research persona
- Formulated a working hi-fidelity prototype of a mobile, tablet, and desktop version of the website on Figma that consisted of micro-interactions and focused on information hierarchy to structure the content of the website

SKILLS & INTERESTS

Skills: Figma, Balsamiq, Webflow, Framer, Adobe (Photoshop, Illustrator), HTML, CSS, JavaScript, Java, Python, Canva

Interests: Dance, Woodworking, Photography, Film Making, Sustainability, Asian American Studies