

Min Peng

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A Marketing-background Designer
who is comfortable at the intersection of
Business + Design

EDUCATION

Jun 2013 - May 2014
Syracuse, NY

Master of Science in New Media Management

S.I. Newhouse School of Public Communications, Syracuse University

- GPA: 3.88/4.00

Sep 2009 - Jun 2013
Shanghai, China

Bachelor of Arts in Advertising

School of Journalism, Fudan University

- GPA: 3.30/4.00
- Chosen to complete one semester's course in Communication Design in Taiwan based on exceptional performance in National Advertising Contest in 2012

EXPERIENCE

Apr 2014 - present
Syracuse, NY

UI/UX Designer @LivableCNY

- Designed all stages of digital development for livablecny.com from design proposals, brand manual, wireframes, user flow, prototypes, to final website
- Collaborated with business analysts, marketing professionals, editors, and engineers to improve user experience everyday
- Started earning advertising revenue 3 days after go live

Nov 2013 - Mar 2014
Syracuse, NY

UX Design Intern @SMDStrategic

- Assisted in designing customer journey map for Global Experience Specialist's mobile app Espresso to help users in pre-show planning
- Created initial user interface mockup

Mar 2012 - Feb 2013
Shanghai, China

Visual Design Intern @LVMH Cosmetics&Perfumes Company

- Designed training plans and visual tools, and internal communication materials like posters, bulletin, and videos
- Created infographics of monthly sales reports

Jul 2011 - Feb 2012
Shanghai, China

Account Executive Intern @BBDO Shanghai

- Hands-on experience on Esprit's 6-month public relation campaign
- Hosted brainstorm for digital campaigns targeting college students
- Planned and organized a Esprit campaign called 'Make a Wish' in Fudan University, which attracted over 300+ student in one day and took over 50 feature photos

PROJECTS

Feb - Apr 2014
Syracuse, NY

Product Designer, WonderGirls Tween Girl Cosmetics

- Developed the WonderGirls cosmetics for tween girls age 8 to 15 from concept to prototype; ranked 1 out of 15 teams in class
- Conducted research among tween girls and their parents; developed the business model and distribution channel; designed user flow
- Designed the product prototype and advertisement campaign

Nov 2013 - Jan 2014
Syracuse, NY

Content Analyst & UX Designer, paramountbooks.com

- Reorganized the information architecture and redesigned the website
- Constantly improve the design by analyzing Google Analytics report

Oct 2012 - Feb 2013
Syracuse, NY

UX Researcher, Chinese College Students' Mobile Search Behavior

- Conducted user research via observations, interviews, focus group, and diary studies
- Collaborated with Baidu (the biggest search engine in China)

Sep - Dec 2012
Syracuse, NY

UX Designer, Fudamni -- Mobile App for Fudan Alumni

- Conducted research among current students, alumni around globe, existing alumni associations through survey and interviews
- Delivered a comprehensive deck of wireframes

SKILLS

Design graphic design
web design
UX/UI design

Persona
Sketching
Storyboarding
Wireframing
Prototyping
Scenario
Customer Journey
Mapping

Balsamiq
Photoshop
Illustrator
InDesign
Lightroom

HTML
CSS
jQuery
PHP
D3.js

Marketing

Market Research
Competitor Analysis
SWOT Analysis
PEST Analysis

SEO
Google Analytics
Google AdSense

Language

English
Chinese (Mandarin)

Photography

4 years' experience
as part-time
photojournalist for
Shanghai Youth