

# TIANYI (Kelly) PENG

Product Designer | SaaS /B2B2C

## EXPERIENCE

### AI Agent Product design intern

OC Bridge

Lead AI Recruitment service

- Designed AI-powered SaaS B2B2C recruitment platform UX serving global firms across 16 countries
- Built comprehensive design system from scratch with reusable components, reducing design-to-development time
- Collaborated with CEO and engineering team to create transparent AI candidate matching interfaces for enterprise clients
- Conducted recruiter user research to optimize AI workflows, improving user trust in automated screening by 30%

### AI Product Manager

Holomix LLC ( Mountex.net )

IT Consulting Service

- Led AI-powered B2C marketing visual tool from MVP to launch, serving content creators with automated design generation
- Built 60+ template system across marketing verticals, informed by creator user interviews and competitive research
- Collaborated cross-functionally to optimize UX for content creation workflows, improving creator retention by 10%

### User Experience Designer

Simon

B2B2C Smart Home App

- Redesigned Simon Smart's mobile UI from device-first to scene-first automation for intuitive control
- Conducted competitive analysis to identify UX gaps in smart home products, informing differentiated design opportunities
- Introduced animated scene cards (e.g. Sleep, Leave) for multi-device orchestration via one tap and it improved user satisfaction by 15%

### Product Design Intern

Think Pacific x Fiji National Kidney center

- Rebranded the Fiji National Kidney Center with a unified visual identity and built a responsive website to expand patient access and improve health service visibility.

### Graphic User Interface Design Intern

ASML

- Built modular UI components and interaction patterns for an internal developer tooling dashboard, supporting workflow efficiency across engineering teams
- Created UI/UX design guidelines to standardize interface behavior and visual language across multiple internal tools
- Recognized as one of the Top 8 Best Supporters in Q2 2021 for significantly enhance Dev- Product Team collaboration and execution

## PROJECTS

### Product Designer

T-Mobile | UW Capstone Project

- Designed a clinician-facing SaaS dashboard to visualize IoT rehab data, streamline patient collaboration, and improve task success by 25% through iterative testing.

### Product Designer, User Researcher

Weill Cornell Medicine | Cornell Tech Studio Project

- Led UX research and design for an AI insurance platform for seniors, improving decision flow clarity and increasing task success by 25%.

## EDUCATION

### MS in Technology Innovation (MSTI)

University of Washington

10/2024 - 03/2026 Seattle, United States

concentration in User research and Human- Computer Interaction

### Bachelor of Arts in Communication Design

Parsons School of Design

05/2020 - 08/2024

NYC, United states

Dean's List recipient for five semesters

Graduating with Honors 3.86/4.0

### Cornell Tech, Visiting Student

Cornell University

NYC, United states

08/2023 - 05/2024

4.2/4.0

## PUBLICATION/ EXHIBITION

### IFLA World Library & Information Congress

Rotterdam, Netherlands

[1] Weidong Zhang, [2]Xipeng Chen, [3] Tianyi Peng, " Noah's Ark – Support children in vulnerable situations with equal library access to read" - IFLA poster section <https://2023.ifla.org/poster-sessions/> - Number 74

### BFA Thesis Exhibition

Parsons School of Design

05/2024 NYC, United states

### Parsons Alumni Exhibition

Parsons School of Design

06/2024 NYC, United states

## SKILLS

### Design

Figma, Unity, CAD, After Effect (self-taught), Adobe suite, Adobe Photoshop, Adobe Indesign

### Programming

HTML, CSS, JavaScript, P5.JS, python  
Arduino, C#

### Design Blog

Medium| [Design Ideas and UX research Blog](#)