

PEILIN REN (MAGGIE)

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[LinkedIn](#) | Portfolio: <https://maggie-ren.github.io/portfolio/index.html>

SUMMARY

I'm a UX/UI designer who enjoys crafting a good story and creating user-centric, delightful experiences. My background is in architecture and architectural design which I got a bachelor in China, Masters in UK plus a couple years of industry experiences.

TECHNICAL SKILLS

Figma, Adobe Photoshop, Github, HTML, CSS, Adobe Illustrator, Bootstrap, JavaScript, Adobe XD, Sketch

RELEVANT EXPERIENCE

UX/UI Designer

Boot Camp Project

Sep. 2020 - Mar. 2021

- Worked with teammates, processed user research including creating a proto persona, wrote an UX research plan, interviewed target group people and stakeholders, collected and classified data by applying card sorting methods. Used affinity diagrams to help create a user persona.
- During the definition and ideation phase, define the user insight and the problem statement for each project. Use "I like, I wish, What if" concept to create a feature prioritization matrix and a value proposition statement. Created an user scenario and produced storyboard and/or customer journey map. Finished the competitive analysis with the group.
- Led the creation of the wireframes and prototype. Created user flow diagram and task flows with groupmates, sketched of wireframes and used tools like Figma and Adobe XD to design the digital wireframes as well as UI style guide.
- Conducted usability testing and analyzed the guerrilla user testing results. Several rounds of feedback and improvement was done with users for both desktop and mobile wireframes to create a better experience.

Experienced Intern Architect

Little Diversified Architectural Consulting

Feb. 2018 - Feb. 2019

- Intern architect at a high-end architecture and engineering firm. Marketed, designed and developed multiple multi-million dollar projects.
- Assisted Design Principle Architect with marketing, visioning sessions with clients, design diagram creation, renderings, and Revit models for the WakeMed Healthcare center.
- Created Health Science buildings marketing brochure, which includes more than ten health science buildings for different universities.
- Support team in pre-design process for the Kane office building, including building mass Revit models and creating section elevation diagrams.
- Created exterior and interior renderings for SECU Headquarters.

Experienced Intern Architect

Szostak Design

Jun. 2017 – Jan. 2018

- Prepared schematic designs of Durham Performing Arts Center's future improvement project. This project involved Models, Auto CAD drawings, and rendering for presentation.
- Worked on developing models and detailed Auto CAD drawings for Washington Street Condo project.
- Worked on renovation of FSU Lyons science center including plan and interior elevations.
- Educated a team for maintaining general upkeep and continuous improvement of the facility.

EDUCATION

Georgia Tech Professional Education

Online

UX/UI Boot Camp Certificate

Sep. 2020 – Mar. 2021

The University of Sheffield

Sheffield, United Kingdom

Master of Arts in Architectural Design

Sep. 2014 – Jan. 2016

Southwest Jiaotong University (SWJTU)

Chengdu, China

Bachelor of Architecture

Sep. 2009 – Jun. 2014