

Peng Quanyi, Elian

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Portfolio QR Code:



EDUCATION

The Hong Kong Polytechnic University

Sep. 2025 – Present

Master of Science in Innovative Multimedia Entertainment

China Academy of Art

Sep. 2019 – Jun. 2024

Bachelor of Arts in Art and Technology

- **Coursework:** Visual Strategy, Brand Casing, Script and Storyboard, Service Design, Grammar for Film Editing

PROFESSIONAL EXPERIENCE

Shanghai LUMO Culture Communication Co., Ltd.

Position: User Experience Design Assistant

Jun – Nov 2024, Shanghai

- Conducted market research and user behavior analysis for Weseed Coffee's online shop, identifying consumer trends and optimizing the purchasing journey.
- Provided actionable insights to improve user satisfaction and drive higher conversion rates.
- Designed visual interfaces, ensuring brand consistency and an intuitive shopping experience.

Yonyou Network Technology Co., Ltd.

Position: UI/UX Design Intern

Jan – Mar. 2023, Beijing

- Organized and maintained the UI component library, ensuring consistency and usability across multiple systems.
- Collected user feedback and designed interactive layouts for internal social features, improving user experience.
- Developed visual design for the company website, focusing on cohesive layouts and key functional elements.

TRANSSNET

Position: Visual Design Intern

Mar – Aug. 2023, Shenzhen

- Designed and implemented key visuals for digital marketing campaigns, customizing graphics to enhance user engagement.
- Edited and optimized video ads by analyzing user behavior and performance data, increasing click-through rates.
- Created dynamic animations for live-stream gifts, contributing to platform monetization.

PROJECT EXPERIENCE

Pray for a Son (Horror Game)

<https://www.manamana.net/video/detail?id=1643896#!zh>

Game Designer & Visual Designer

Jun – Jul. 2021, Hangzhou

- Designed the game's theme, concept, settings, characters, and levels.
- Produced key visuals, character animations, and the game's cover/logo.

Sub-Sports Hangzhou (Book of 2022 Asian Game)

<http://caa-riss.com/home/detail?id=126>

User Researcher & Book Designer

Mar – Jun. 2021, Hangzhou

- Produced layouts, illustrations, and promotional videos, ensuring brand consistency.
- Conducted field investigations and data analysis to inform design decisions.

SKILLS

Languages: Cantonese, English, Mandarin

Design Tools: Figma, Blender, Photoshop, Illustrator, After Effects, UE5, TouchDesigner

Core Competencies: UI/UX Design, User Research, Visual Design, Prototyping, Interaction Design, Branding, Animation