

Yuye Peng

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311 Greenwich St, New York, NY, 10013

Product Designer

Medly Pharmacy

New York, NY

IOS App Design

05.2020 - Present

- Led user research with 4 other team members, interviewed stakeholders and users, created Persona and User Journey Map, prioritized the existing problems.
- Facilitated workshops with cross-functional team leaders, create User Flow Mapping, Wireframes, prototypes and design specs.
- Collaborated with engineers and PM closely, QA before each release.
- Designed visual components and micro animation.
- Competitive analysis and comparative analysis.

Provider Webapp Design

01.2020 - Present

- Interviewed stakeholders, internal users and providers, collaborated with VP of product on the product strategy. Created Persona based on different user type and
- Analyzed the competitors' apps for providers, created User Flow Mapping, Wireframes, and prototype.
- Collaborated with engineers and PM closely, QA before each release.
- Responsive design between desktop and tablet screens.

Marketing Website Design - Product Owner

10.2019 - 01.2020

- Designed and evolved 2 versions of the company website.
- Implemented the card sorting test, tree testing, and A/B testing with 20 participants for the information hierarchy.
- Collaborated with CMO, project manager, visual designer, and developer, managed the tasks and timeline on Jira, QA before release.
- Responsive design between desktop, tablet and mobile screens.

UX Designer (Contract)

Fable Health

New York, NY

IOS App Design

08.2019 - 10.2019

- Designed the taking medication screens, allow users to manage the medications for multiple family members
- Collaborated closely with the founder, strategize the product for the targeting users.

Designer

Henning Larsen

New York, NY

- Prepared the presentation materials to the clients

01.2018 - 05.2019

- Designed the public space of the Minneapolis City Hall
- Collaborated and daily coordinated with engineers and designers.
- Managed the Material Library and designed the material research community webapp
- Designed and built the exhibition boards and space for the events.

Design Professional

Kieran Timberlake

Philadelphia, PA

- Prepared the presentation materials to the clients

09.2015 - 12.2017

- Designed the office events website, collaborated with a developer.
- Coordinated with engineers and designers.
- Designed the Biology building in California University in Santa Barbara, Student Dormitory in University of Washington, Pavilion at the Love Park in Philadelphia.

Education

Master of Architecture, Washington University in St.Louis, 2011-2015

Outstanding Graduate Award, 2015

Skills

User Research: Card Sorting, Tree Testing, A/B testing, User Interview, Workshop Facilitating, User Persona and User Journey Map. Wireframing and prototyping, Visual Design, Competitive Analysis, HTML5.0, CSS, Javascript, 3D Modeling and Rendering
Figma, Sketch, AdobeXD, Principle, Atom, Photoshop, Illustrator, Indesign, Miro, Rhino, Vray, Enscape, Bootstrap, Webflow