

LIYING PENG • UI/UX | PRODUCT DESIGN

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EDUCATION

Northwestern University

Master of Science | Engineering Design and Innovation | Graduation: March 2022

School of the Art Institute of Chicago (SAIC)

Bachelor of Fine Arts | Visual Communication Design | Graduation: August 2018

RELEVANT PROJECT EXPERIENCE

IRobot Corporation | Design Strategy Graduate Studio Project | Sept.—Dec. 2021

- Investigated pain points in people's relationships with their smart home technologies by conducting 15 stakeholder interviews
- Strategized new business roadmap that utilized previous unused data and engaged IRobot's mission and goals
- Designed a product ecosystem with multiple touchpoints with strategic partnerships that broadened company portfolios and developed a disruptive business model

Arity, Inc | Interactive Design Graduate Studio Project | Jan.—March. 2021

- Directed 2 rounds interviews with 14 travelers to synthesize travel habits and organized 2 rounds user testing
- Developed features within Roadtrippers App that ethically utilized Arity.Inc data in order to optimize current Roadtrippers users' travel experiences and encourage users to share location data with Arity.Inc
- Evaluated and prioritized features that aligned with user desirability, technology feasibility, and business viability to maximize profit for Arity.Inc

Procter & Gamble | Human-centered Design Graduate Studio Project | Sep.—Dec. 2020

- Conducted 24 ethnographic interviews to discover and synthesize insights on users' habits and pain points
- Promoted rapid-prototyping and user-testing based on human-centered design process, user interviews and observations, journey-mapping, persona creation, etc
- Presented product solutions with synthesized research, a comprehensive video, visual branding, etc. to P&G R&D teams

RELEVANT WORK EXPERIENCE

Graphic Designer | Core Service, Parsons Corporation

Nov. 2018 — Oct. 2019 | Chicago, IL

- Designed proposals for multimillion dollar infrastructure
- Collaborated with global engineering and design teams from initial concepts to final submittal phases
- Executed visual branding, infographics, document templates, color palettes, and complex technical graphics in compliance with the Request for Proposal specifications of various state, national, and international government agencies

Visual Design Intern | Digital Experience, Art Institute of Chicago

May 2018 — Aug. 2018 | Chicago, IL

- Conceptualized Visual Identity for museum audio tours via digital and print materials
- Collaborated and assisted lead UI/UX designers and other team members in launching their new website and app

Graphic Design Intern | High Concept Labs

Jan. 2018 — May 2018 | Chicago, IL

- Conceptualized and designed identity system for 2018 Open House, including ads, flyers, special sections, brochures, posters, pamphlets, and logos
- Coordinated and executed promotional events for clients that attracted more than 60 guests, garnering \$8000 in ticket revenue and donation

SKILLS

Software: Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Lightroom, Deameweaver, Adobe XD), Figma, InVision, Sketch, Microsoft suite

Development: HTML, CSS, JavaScript

Language: Chinese, English

ACHIEVEMENTS + AWARDS

2022

Design Coach

Design Coach for Graduate Course: Differentiation by Design

2021

Northwestern University Tuition Award

Engineering Design Innovation Program

The Propel Program

Award \$1000 – The Garage | Northwestern University

2019

SAIC Visual Communication Design Publication

Featured "SAIC Study Trip Identity" and "2018 SAIC Visual Communication Design Publication"

2018

International Design Award — Bronze

Award to "2018 SAIC Visual Communication Design Publication"

International Design Award — Honorable Mention

Award to "SAIC Study Trip Identity"

American Graphic Design Award to "2018 Open House Identity (High Concept Labs)"

Adobe Design Achievement Awards Mentorship

Adobe Design Achievement Awards — Semifinalist

Award to "SAIC Study Trip Identity" and "2018 SAIC Visual Communication Design"

SAIC Sullivan Galleries

"Mood" featured in BFA Show

SAIC Columbus Drive Building

"VCD Catalog" featured in Senior Expo

Chicago Design Museum

"Grassroots Collaborative Logo Design" featured in SAIC Design Show

GD USA — American In-House Design Awards

Award to "EXTV Advertisement" and "EXTV Identity"

2017

SAIC's Untitled Magazine

Featured in seventh issue of bi-annual publication

International Design Award Honorable Mention

Award to "Solar System Formation"

2016 — 2018

SAIC Presidential Scholarship Award