



PEIPEI WANG

UX / UI DESIGNER

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 812.369.1197

SKILLS



Research & Design

Competitor Analysis
Contextual Inquiry
Elito Method
Focus Groups
Survey / Interviews
Affinity Diagramming
Usability Testing
User Journey Maps



Wireframe & Prototype

Sketch 3
Axure RP
Illustrator
InDesign
Photoshop
After Effects
Framer.js
Keynote
Pixate Studio



Programming

HTML / CSS
JavaScript
Bootstrap
C / Python

RECOGNITIONS



eBay Design Challenge Winner

Indiana University Bloomington
Oct. 2015
Designed a new checkout experience to re-engage users in the eBay ecosystem.

EXPERIENCE

WEB & PRINT DESIGNER

Indiana University Alumni Association | Bloomington, IN | Oct. 2015 - Feb. 2016

- Optimized on-boarding experience of event landing pages by improving information architecture and visual design
- Designed digital and print visual solutions, and worked on the initial creative process to deliver design solutions from concept to pixel perfect

UX DESIGN INTERN @ SoundTouch App UX Team

Bose Corporation | Greater Boston Area | May 2015 - Aug. 2015

- Collaborated with a team of researchers, marketing managers, and product managers to conceptualize an innovative web app for the future of the Bose retail experience
- Independently created user journey maps, storyboards and high-fidelity mock-ups to illustrate the new retail experience
- Iteratively designed wireframes and interactive prototypes for a seamless experience of using a future music service on the SoundTouch mobile app

UX / UI DESIGNER, CO-FOUNDER

Interactive 42 Studio | Bloomington, IN | May. 2015 - Present

- Offered web design solutions to companies and organizations (including: Yang Fan Inc., Indiana University Media School) to improve brand identity and user experience
- Worked closely with developers from concept development through rounds of testing and prototyping to final visual assets delivery

UX DESIGNER

Wiszone Inc. | Hangzhou, China | Feb. 2014 - Jul. 2014

- Worked with product manager and developers to create user flow, wireframes and high-fidelity mock-ups for a tutoring mobile app in agile process
- Conducted usability studies and analyzed user feedbacks to streamline workflow

WEB DESIGNER

Zhejiang University (ZJU) | Hangzhou, China | Aug. 2011 - Jul. 2013

- Led the redesign of the ZJU official video website to improve overall user experience

EDUCATION

M.S. Human-Computer Interaction Design

Indiana University Bloomington

GPA: 3.7 / 4.0

Aug. 2014 - May 2016 (expected)

B.S. Psychology

Zhejiang University

GPA: 3.7 / 4.0

Aug. 2010 - June 2014