SHUYU PENG

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EDUCATION

School of Visual Arts
2016 - 2020
BFA Design

Harrisburg University of
Science and Technology
Sep 2023 - present
MS HCID

SKILLS

Typography
Branding
Editorial Design
Motion Graphics
2D Animation
UI/UX Design
User Research
Journey Mapping
Wireframing
Usability Testing

TOOLS

Adobe Creative Suite
(After Effects, InDesign,
Photoshop, Illustrator)
Figma
HTML
CSS

LANGUAGES

English (fluent)
Mandarin (native)
Cantonese (fluent)

EXPERIENCE

Designer, Bungee Space by 3standardstoppage
Nov 2020 - present
Created artwork for print and digital ads, social media assets, eCommerce banners, retail signage, promotional emails, and identity design. Assisted in exhibition setup and managed event logistics, ensuring successful events and positive feedback.

UI/UX Design Lead, Quesay
Nov 2020 – June 2023
Collaborated with the product management team to create interactive experiences. Conducted user research through interviews, developed information architecture, user goals, and journey maps, and designed the app using Sketch. Worked closely with developers to ensure precise execution, resulting in a seamless user experience. Produced app walkthrough videos to guide users on app functionalities and usage.

Design Intern, Beeplus Co-working Space
Jun – Aug 2018
Worked with the branding team to develop a social media campaign that increased follower engagement. Created print and digital materials for events, including posters, flyers, and social media graphics.

Design Intern, The Dragon-Year Gallery
Jun – Aug 2017
Created graphics for all major social media platforms. Developed web UI/UX for the gallery film forum. Edited documentary for performance art "Social Phobia."