

Chloe Peng | UX Designer

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EDUCATION

Drexel University

Bachelor of Science in User Experience and Interaction Design

Philadelphia, PA

Expected June 2028

- **GPA:** 3.86/4.0; Dean's List, Founder's Scholarship
- **Relevant Coursework:** UI Design, Interaction Design, Product Design Thinking, Human Computer Interaction

SKILLS

UX/UI Design: Website & Mobile App Design, Product Design, Interaction Design, Wireframing, Prototyping, User Persona, Journey Map, Task Flow, Usability Testing, Survey, Heuristic Evaluation, Storytelling

Software: Figma, Sketch, Wordpress, Framer, Adobe Creative Cloud, G Suite, Microsoft Office, Slack, Trello, Miro, Asana

Coding: HTML, CSS, JavaScript, Java, Python

PROJECTS

Memo

UX Designer

Philadelphia, PA

Apr 2024 - June 2024

- Optimized the design on Figma by executing an iterative cycle that implemented weekly feedback on prototypes to enhance micro-interactions and task orientation
- Conceptualized a guided journaling user flow to address a pain point, which increased user satisfaction rate by 50%
- Administered a usability test amongst 3 target users and achieved an overall boost in heuristic scores by 30 points between the original and redesign attributed to animations and task-success-rate

EcoPoints

UX Designer

Philadelphia, PA

Dec 2023 - Jan 2024

- Designed the mobile experience on Figma while working collaboratively with 3 designers to improve task flow
- Conducted user testing on a focus group of 26 students between Scrum sprints, resulting in a 50% increase in NPS
- Executed a market analysis on iOS App Store and Google to identify mobile application trends that supports peak engagement and acquire data on user's needs

WORK/LEADERSHIP EXPERIENCE

Coalition of Asian American Children and Families

Communications Intern

Manhattan, NY

June 2024 - Aug 2024

- Delivered 7 social media posts with structured information hierarchy and content grids for improved readability
- Conducted team analysis and implement their feedback to create a slide deck template that supports their needs
- Collaborated cross-functionally with the Health Equity team to design an infographic, directing a 5% increase in website traffic

Drexel Global China Connection

Marketing Chair

Philadelphia, PA

Oct 2023 - June 2024

- Developed a content strategy by increasing post frequency on Instagram and generated 10k views in short-form content, which increased follower count by 40%
- Evaluated key performance metrics, such as post engagement and satisfaction rates, to identify high-impact events, enabling more strategic event planning and increased general body members by 20%
- Directed an event marketing campaign with 7 external organizations and sponsors that focuses on joint content creation to maximize audience reach, resulting in 300 attendees

Apex for Youth

Member of College Access Program & Alumni Program

Manhattan, NY

Sept 2022 - Aug 2024

- Partnered with non-profit staff to analyze survey data, identifying members' needs to increase audience rate by 20%
- Structured a workshop experience, coordinating between 7 panelists and achieving a 100% satisfaction rate
- Participated in 5 professional development workshops that amplified communication skills by engaging with industry professionals and asking value-driven questions

INTERESTS

Interests: Open Styles Choreography, 3D Wooden Puzzles, Portrait Photography, Film Making, Asian American History