

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
- **Relevant Coursework:** UI Design, UX Design, Product Design Thinking, Human-Computer Interaction, Web Scripting
- **Awards:** Dean's List, Founder's Scholarship

SKILLS

Design: Product Design, Interaction Design, Wireframing, Prototyping, User Persona, Journey Mapping, Task Flow, User Testing, Survey, Heuristic Evaluation, Storytelling

Software: Figma, Illustrator, Photoshop, After Effects, Premiere Pro, G Suite, Microsoft Office, Slack, Trello, Jira

Coding: HTML, CSS, JavaScript, Java, Python

CLIENT EXPERIENCE

nenos. Inc (Bloom Social)

New York, NY

UX Designer

May 2025 - Aug 2025

- Collaborated with designers, project managers, and stakeholders in Agile sprints to design a Discovery and Search experience in Figma with optimized filters and CTAs, enhancing findability for 1M users
- Integrated Event Posts into the Discovery tab, enabling users to find local events more easily and increasing small business visibility while improving usability by 90%
- Conducted and analyzed usability tests with 27 individuals, using observation notes and affinity mapping, to inform iterations that boosted a 13.5% increase in task completion rate

WORK EXPERIENCE

FEW MODA

New York, NY

E-commerce/Digital Marketing & Operations Intern

Mar 2025 - Sept 2025

- Created a membership sign-up flow for 2,000 members, for an experience that encouraged simultaneous membership purchase and shopping to improve the completion rates by 2%
- Worked with engineers to resolve usability issues, delivered design suggestions for responsive layouts and navigation hierarchy, improving accessibility to meet WCAG standards
- Synthesized 200+ user research insights into visual assets that strengthened the campaign's storytelling, increasing content engagement by 35% and driving a 25% rise in website traffic

Sage and Saber

New York, NY

Marketing Intern

June 2025 - Aug 2025

- Developed the company's business model and crafted partnership proposals, securing interest from 3 cafes to open up a location by outlining the collaborative experience and financial benefits
- Orchestrated a targeted pop-up marketing campaign, identifying and recruiting 10 UGC creators and offering exclusive purchase incentives, resulting in a 116% increase in sales and a 10% follower increase across platforms
- Established standards and processes for jewelry-making workshops, creating a recurring program, and securing collaborations with 2 companies, which doubled revenue streams

Coalition of Asian American Children and Families

New York, NY

Communications Intern

June 2024 - Aug 2024

- Expanded the organization's design system by introducing card templates, establishing typography standards, and creating a centralized slide deck system to reduce graphic creation time
- Produced 7 graphics using content grids and hierarchy, boosting readability and audience engagement by 30%
- Designed an informational brochure, incorporating visual hierarchy and key messaging, attracting 200+ attendees

LEADERSHIP EXPERIENCE

Drexel Global China Connection

Philadelphia, PA

Marketing Chair

Oct 2023 - June 2024

- Evaluated key performance metrics such as post interactions and participant satisfaction, identifying high-impact events and enabling more strategic planning, which grew general body membership by 80%
- Coordinated the social media graphic creation and post schedule between 7 organizations and sponsors that maximized audience reach, achieving a 700% increase in attendees
- Executed a content strategy to increase post frequency on Instagram and increased follower count by 40%