

SHUYU (Suri) PENG

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SUMMARY

Multidisciplinary Product Designer with 4 years of UI/UX experience and a strong visual design background. Led design for two 0-to-1 mobile products, from product definition and research synthesis to prototyping and delivery. Experienced in design leadership, cross-functional collaboration, and AI-assisted workflows.

CORE COMPETENCIES

Product Design & Strategic Thinking
UX Research & Problem Solving
Design Leadership & Collaboration
Visual Design & Art Direction
Ownership & Cross-Functional Execution
AI-Assisted Design & Development

EDUCATION

BFA Design | Sep 2016–May 2020

School of Visual Arts

Visual Communication, Brand Systems,
Typography, Interaction & Motion Design

TOOLS

Design & Prototyping
Figma, Adobe XD, Sketch

Visual Design & Motion
Adobe Photoshop, Illustrator, InDesign,
After Effects, Premiere Pro, CapCut

AI & Development
ChatGPT, Codex, Cursor, Claude Code,
Figma Make, HTML/CSS

LANGUAGES

English, Cantonese, Mandarin

EXPERIENCE

say!t | Lead UI/UX Designer & Art Director

Jul 2025–Present | V1.0 launch planned for Q1 2027

- Led 0-to-1 product experience design for a Gen Z emotional support app, translating research insights into interaction and visual systems across 35+ screens and 7 core modules.
- Secured founder buy-in to expand V1.0 scope with activity history and daily feedback, connecting isolated tasks into a continuous user journey.
- Built a design system with 30+ reusable components; conducted accessibility reviews and design QA, identifying 20+ design and implementation issues.
- Led 3 designers, overseeing design direction, task allocation, and reviews. Partnered with the founder and engineers to plan success metrics, behavioral tracking, and post-launch research for V1.1.

Quesay | UI/UX Designer

Nov 2020–Jun 2023 | Launched on the App Store in Jul 2022

- Led end-to-end, 0-to-1 UI/UX design, from product definition and prototyping to engineering handoff and App Store launch.
- Designed 7 core user flows, prioritizing privacy and community safety through invite-code onboarding, community guidelines, and controlled sharing.
- Developed a semantic visual system for emotional expression, including color roles, mood tags, and gradients. Collaborated across product, design, and engineering on beta testing, accessibility reviews, and release QA.

Bungee Space / 3standardstoppage | Graphic Designer

Nov 2020–Present | Long-term project collaboration

- Designed and launched responsive exhibition websites, leading UI/UX design, HTML/CSS and AI-assisted development, and testing. A featured event drew approximately 2,000 in-person attendees.
- Established typography-driven visual systems across digital, print, merchandise, and physical spaces, supporting 20–30 events and product launches annually.

SELECTED PROJECTS

Readery | UX Research & Mobile Product Design

Independent Academic Project | UI/UX Designer

- Conducted literature reviews, competitive benchmarking, and qualitative coding of 50 user reviews across four iOS reading apps to establish a data-driven foundation of user needs.
- Transformed research insights into user flows, wireframes, and high-fidelity prototypes, utilizing card sorting and paper usability testing to eliminate friction points.

I Used to Be Your Neighbor♥ | Interactive Website

Artist Collaboration

- Designed and developed an interactive exhibition website, translating physical artworks into a digital experience. Led visual and interaction design, implementing artwork search, keyboard accessibility, and Shopify integration through AI-assisted development, testing, and launch.

Reference available upon request.