Penghua Zhou

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EDUCATION

Carnegie Mellon University; *GPA:3.95*   Pennsylvania, USA
Master of Entertainment Technology   *Aug. 2022 – May 2024*

University of California, Davis; *Major GPA: 3.90*   California, USA
Bachelor of Art Degree, Major in Design   *Sep. 2018 – June 2022*

EXPERIENCE

Narwhal Smart Home   Shenzhen, China
UI/UX Researcher   *Mar 2021 - May 2021*

- Visited 5 potential user households, conducted user interview with ThinkALoud/Contextual Inquiry methods, generated 10 research reports and visualized qualitative data based on user feedback
- Based on the user feedback and research reports, identified user pain points in Smart Home products, assisted the design department to improve 3 product functionalities and iterated the interaction designs for Smart Home Apps
- Communicated with the user research agency, created user profiles of the target user groups, and improved the research questionnaires based on user profiles

Aggie Reuse Store-Associate Student UC Davis   California, United States
Design Lead-Volunteer   *Sep. 2020 - Jun. 2022*

- Began as a design intern, designed posters and banners for major donation events in Aggie Reuse Store
- Built a design system for the company and took charge of product branding; cooperated with cross-functional teams to develop 10 products for major donation events based on the design system
- Became Design Lead Jan 2022 and organized weekly meetings to update working progress with other departments, including managing and iterating the design contents made by the design team

Tencent Holdings Limited   Shenzhen, China
Content Operation Intern   *Aug 2019 - Sep 2019*

- Contributed to a new launched international game platform *GameLoop* by building a fanbase community on Facebook, raised the community members from 2300+ to 10000+, increased the engagement rate from 12% to 43%
- Took charge of doing the User Experience research for *GameLoop* and supported designing overseas advertisement events for *GameLoop* based on the market profile of Indonesia

PROJECTS

AI in Alice: Product Design   Carnegie Mellon University
UX Researcher/UIUX Designer   *Aug 2023-Current*

- Contributing in UX design through developing a user flow and wireframes to implement AI tool in Alice Software
- Conducting Secondary research and Foundational research in pre-launch stage

Peer Feedback System Filer: UI/UX Design, Product Design   Carnegie Mellon University
UX Designer/User Tester   *Jan 2023 - May 2023*

- Developing Design Principles of the project and generating User Flows based on the research results from Center for Transformational Play, Carnegie Mellon University
- Designing Lo-Fidelity/Mid-Fidelity prototypes on Figma with a human-centered approach and constantly proposing user testing agendas to verify the design goals in different versions of the prototypes

SKILLS

- **Technical**: Adobe Illustrator, Unity, 3D modeling Rhino, Adobe Photoshop, Figma, Blender
- **Languages**: English, Mandarin, Cantonese