

Bochen Peng

Service Designer • UX Designer • XR Designer

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[Portfolio](#) 



EDUCATION

College for Creative Studies
Master of Fine Arts

System Design Thinking
Sep 2021 - May 2023
Detroit, MI

Beijing Technology and Business University
Bachelor of Fine Arts

Product Design
Sep 2014 - Jun 2018
Beijing, China

SKILLS

Design soft skills

Participatory Design
Qualitative Research
Quantitative Research
Data Visualization
Business Analysis
Storytelling

Design Softwares

Adobe Creative Suite
Unreal Engine 5
Unity
Blender
Figma
Sketch

COMPETITION

Tsinghua University Food Wastage Reduction Creativity Workshop
Winner Award

Formula-E Design Championship
The Honor of Runner-up

Zhiqun China Design Award & Competition
Best Solution Award

INDUSTRIAL EXPERIENCE

General Motors **2022/05 - 2022/08 | 3 mos**
Creative UX Design Intern **Warren, MI, US**

Department & Project
Advanced Mobility Experience Design Studio_Luxury Personal L4 AV Experience Design

Responsibilities
User Research, Technology Research, Vehicle Experience Definition, User Journey Map, 2D&3D Prototypes, Wireframes, Motion Design, High-fidelity Concept Demo Video

Jiupin Design Consulting **2020/08 - 2021/06 | 10 mos**
Project Manager & UX Designer **Shenzhen, China**

Clients & Projects
HUAWEI_Mobile Phone Calendar Subscription Service UX Design
MIDEA_All In One Smart Home Control Panel Digital UX Design
MIDEA_Business Air Condition Control Panel Digital UX Design
LIONS CLUB_Village School Welfare Digital Library Service Design
MOREEY_Mobile phone case customization WeChat mini program UX Design

Responsibilities
Client Communication, Project Planning, Team Management, Design System Establishment, Marketing Research, User Research, Prototypes, Wireframes, High-fidelity Mock-ups, Design Requirement Document

Tuyi Design Consulting **2019/02 - 2019/11 | 9 mos**
UX Designer **Beijing, China**

Clients & Projects
DAIMLER & GEELY_Starrides: Luxury Online Ride-share Driver’s APP UX Design
ZHEJIANG RURAL CREDIT COOPERATIVE UNION_Mobile Bank App UX Design
ZHEJIANG RURAL CREDIT COOPERATIVE UNION_VTM UX Design
KAIYI AUTO_CarLink Smartwatch UX Design

Responsibilities
Marketing Research, User Research, Prototypes, Wireframes, High-fidelity Mock-ups, Design Requirement Document

C3 Strategy Consulting **2017/09 - 2018/08 | 11 mos**
Product Design Intern **Beijing, China**

Clients & Projects
MIDEA_Future Kitchen Appliance Trends Analysis
AFTERSHOKZ_Bone Conduction Headphones Product Design
ROOBO_Home Assistance Robot Concept Product Design

Responsibilities
Marketing Research, User Research, Product Design Sketching, Product Digital Modeling