CATHY PENG

SENIOR UX/PRODUCT DESIGNER

PROFESSIONAL SUMMARY

Senior UX/Product Designer with 4+ yrs of crafting end-to-end digital products. Led design for launched smart home app—driving usability, scalability, and team alignment.

CONTACT

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Portfolio: **https://cathypeng.me**

WORK EXPERIENCE

Konec Solution (OPPO) │ Sydney, AU │ *Mar 2023 - Present*

Software Design Lead │ *Jan 2025 – Now*

- **Led UX/UI design** for the Konec Smart Home App, covering **10+ smart product lines**—from lighting to security devices and sensors. All features have **launched and are actively in use.**
- **Transformed AI Chat** from prototype to **human-centred assistant**, showcased at **2025 Sydney Build Expo**, contributing to our booth's ***"Best Stand Engagement"*** award.
- **Directed and mentored** a UI designer—ensuring design **quality, visual consistency** and **timely delivery** across features.
- **Aligned cross-functional teams in sprint-based development—defining product logic**, validating with **UX prototypes**, and **reducing delivery friction.**

UX/UI Designer │ *Mar 2023 – Dec 2024*

- **Designed key flows** across **navigation, scene automation, and device panels**—laying the **foundation** for a modular smart home experience.
- **Improved first-time setup success by 30%** by designing reusable onboarding and Add Device UX patterns for both installers and homeowners.
- **Created prototypes** and **Rive animations** to align interaction logic and **streamline dev handoff.**
- **Led user research** and **usability testings** to drive iteration across app structure and flows.

GoerTek Inc. │ **UX Designer** │ Shandong, CHN │ *Feb 2021 - Aug 2022*

- Conducted usability studies and visual analysis to support product strategy across internal tools and responsive web apps.
- Ran ongoing usability, reachability and learnability tests for in-house VR devices, supporting continuous product iteration and refinement.

SKILLS

- **Research & Testing:** Journey Mapping, Usability Testing, User Interviews, A/B Testing
- **Prototyping & Delivery:** Dev-ready components, Motion design, Design Systems
- **Tools:** Figma, Rive, Framer, Sketch, Adobe CC

EDUCATION

Master of Interaction Design │ *2019 - 2021*
University of the Arts London, UK
Focus: User-centred systems, digital ecosystems

Bachelor of Product Design │ *2015 - 2019*
ShanDong University, CHN
Focus: Industrial design, Design psychology