Penghua Zhou

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EDUCATION

Carnegie Mellon University — Pittsburgh, PA
Master of Entertainment Technology — *Aug. 2022 – May 2024*

University of California, Davis; *Major GPA: 3.90* — Davis, CA
Bachelor of Art Degree, Major in Design; Minor in Computer Science and Communication — *Sep. 2018 – June 2022*

EXPERIENCE

Narwhal Robotics — Shenzhen, China
UI/UX Researcher — *Mar 2021 - May 2021*

- Took charge of user research in a domestic robot program in 5 different cities
- Accomplished 20+ user reports based on in person interviews
- Designed App mockups for 3 functionalities based on user researches
- Collaborated with laboratory director to identity the functionalities of a domestic robot

Aggie Reuse Store — Davis, CA
Design Lead — *Sep. 2020 - Dec. 2021*

- Began as a design intern creating posters and banners for major donation events in Aggie Reuse Store
- Designed posters and banners for major donation events in Aggie Reuse Store and cooperated with cross-functional teams to design motion graphics for advertising campaigns
- Became Design Lead June 2021 and organized weekly meetings to relay progress to other store departments, monitoring and checking the quality of monthly content made by team

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

- Contributed to a new launched game oversea platform by building a fanbase community on Facebook, and raised the community members from 3000+ to 10000+
- Cooperated with cross-functional teams to design motion graphics for advertising campaigns
- Took charge of doing the User Experience research for game platform overseas

PROJECTS

- **Between the Worlds: VR GAME PROJECT**
  - Role: Producer/Sound Designer/UX Researcher
  - Designed questionnaires and analyzed user behaviors for naive guests
  - Finished sound design for the whole game by using Logic Pro and Garage Band
  - Scheduled meetings and manage the working timeline as a producer

- **BUTTMEN Eyetracker GAME PROJECT**
  - Sound Designer/Artist Doing 2d design and 3d environment design
  - Finished sound design for the whole game.

SKILLS

- **Technical**: C, C++, JavaScript, Python, Adobe Illustrator, Unity, 3D modeling Rhino, Adobe, Photoshop, Blender
- **Languages**: English, Mandarin, Cantonese