

Yipeng Zhang

Target role: AI Creative Designer

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Profile

Background in product design and Design Informatics, focused on UI/UX and interaction. I turn complex systems into clear, usable product experiences. Recently I have been building AI agent products, owning the full path from user flows to frontend delivery. I also have wayfinding and interactive-installation experience across urban renewal, commercial complexes, and exhibitions.

Education

University of Edinburgh 2024.09 - 2025.11
Design Informatics | MSc

University of Shanghai for Science and Technology 2017.09 - 2021.07
Product Design | BA

Experience

CramAI (Shanghai) Artificial Intelligence Technology Co., Ltd. 2025.12 - Present
UI/UX & Product Development Engineer

- Owned end-to-end UI/UX and frontend for an AI Agent exam-prep product, covering user flows, interface design, and interaction delivery.
- Designed and shipped core modules including multimodal content upload, intelligent summaries, a quiz system, and learning-path feedback.
- Built a componentized design and frontend structure for consistency and scale.
- Produced After Effects product demos for the official site and product communication.

Selbert Perkins Design 2020.10 - 2024.06
Identity & Graphic Designer

- Led wayfinding and public interactive installations for University Road / KIC in Shanghai, from concept through construction, blending culture and technology in the street experience.
- Supported the Westlake brand upgrade with complete corporate VI, mini-program UI/UX architecture, and product manuals for multi-channel consistency.
- Led visual and spatial systems for design-week exhibitions in Shanghai and Guangdong, covering primary visuals, identity, and scenic design.
- Coordinated vendors and fabrication through construction, shipping projects on time at quality.

Selected projects

- CramAI, an AI Agent web exam-prep product: <https://www.cramai.net/>
- Westlake, Suzhou: long-term design partner for brand upgrades, digital products, visual communication, and exhibition planning.
- Hengyu Shenzhen Bay: wayfinding for a high-end residential and commercial complex, through construction.
- Shanghai KIC / University Road urban renewal: full process from concept to delivery; wayfinding and public interactive installations to lift the commercial atmosphere of the street.

Skills

- AI tools: Antigravity, Cursor, ComfyUI, Kiro, Gemini
- Programming: Python, HTML/CSS, JavaScript
- 3D: Rhino, SketchUp, Keyshot, Enscape, CAD
- UI/UX & interaction: Figma, Framer, TouchDesigner
- Adobe suite, especially Illustrator, Photoshop, and InDesign