

# TING TING PENG

Product Designer · Urban Designer

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Product designer with a background spanning digital platforms, spatial design and visual communication, currently at Skidmore, Owings & Merrill (SOM) in London. Experienced in information architecture, interaction design and user research for products serving users of very different ages, needs and technical confidence. Passionate about helping young people discover new skills and career paths, with hands-on experience organising educational outreach for primary school children. Committed to inclusive, accessible design and able to offer regular, reliable volunteer time to a mission-driven product team.

## PRODUCT DESIGN EXPERIENCE

### Roche Global Campus Digital Twin Platform

2024 – 2026

Enterprise management platform · SOM × Delve (Google) · Full case study available

- Defined the information architecture for a platform spanning 20+ global campuses, designing a four-level hierarchy serving very different user types, from senior executives to on-site managers, simplifying complex data journeys into intuitive, role-appropriate views.
- Designed key decision-making flows including dashboards, cross-site comparisons and scenario modelling, translating dense data into visual formats accessible to non-technical users.
- Conducted user interviews and design reviews with stakeholders across three continents, iterating based on direct feedback, and collaborated with Delve (Google) engineers to take the product from prototype to engineered platform.

### RUF — Automated Urban Modelling Tool

2022 – Present

Internal design software · 0-to-1 product development · SOM London

- Identified workflow pain points through user interviews and observation, defined product requirements and co-developed an automation tool that cut manual modelling time by 50%.
- Ran 10+ onboarding workshops for 50+ users of varying technical confidence, iterating both the product and the training materials based on feedback, gaining direct experience in making complex tools feel approachable for beginners.

### LoFi — Smart Agri-Urban Learning & Management App

2020 – 2021

Concept mobile product · UCL Master's Thesis · London Design Award 2025

- Designed an end-to-end mobile product helping non-technical users learn and apply new planning skills, from user research and interviews through information architecture to final UI. The core challenge was making machine learning outputs feel intuitive and trustworthy for first-time users, closely related to designing AI-powered experiences for young learners.

## VOLUNTEER & YOUTH ENGAGEMENT

### SOM × Hackney Education — School Pipeline Project

2025

Educational outreach for primary school children · Volunteer organiser

- Organised and led a visit of 30 primary school students to SOM's London studio, introducing them to what architects and urban designers do, walking them through a designer's typical day, and running hands-on activities to make the built environment professions feel accessible and exciting.
- Contributed to SOM's wider schools partnership with Hackney Education, supporting workshops, assemblies and mentoring activities aimed at raising aspirations among students from underrepresented backgrounds.

### Primary School Art Teacher (Part-time)

2015 – 2018

Weekly art classes for primary school children · Beijing, China

- Taught weekly art classes to primary school children over three years alongside my undergraduate studies, designing creative exercises to spark imagination and build confidence in self-expression. This long-term teaching experience gave me a genuine understanding of how young learners engage, what holds their attention, and how to make learning feel playful rather than intimidating.

## WORK EXPERIENCE

### Skidmore, Owings & Merrill (SOM), London

2021 – Present

Product Designer + Urban Designer, leading digital product workstreams alongside major urban design projects. Continuing to develop AI and digital design skills through self-directed learning.

## BACKGROUND

### UCL – The Bartlett | MArch Urban Design, Merit (Top 20%)

2020 – 2021

Data visualisation, visual communication and design research within urban design studio practice

### University of California, Berkeley | Summer Program, Grade A

Jun – Aug 2019

3D Building Technologies: robotics, 3D fabrication and three-dimensional modelling

### Beijing University of Technology | BA Environment Design, GPA 3.88 (Top 5%)

2015 – 2019

Foundation in industrial and product design, technology & design, ergonomics, graphic design, visual expression and design fundamentals

## SKILLS

|               |                                                                               |
|---------------|-------------------------------------------------------------------------------|
| Design Tools  | Figma · Axure RP · Adobe InDesign / Illustrator / Photoshop                   |
| Research      | User interviews · Usability testing · Workshop facilitation · Journey mapping |
| Visual Design | Data visualisation · Graphic design · Visual communication                    |

|                      |                                                                               |
|----------------------|-------------------------------------------------------------------------------|
| <b>Accessibility</b> | Inclusive design principles · Currently deepening knowledge of WCAG standards |
| <b>Languages</b>     | English (Full Professional Proficiency) · Mandarin (Native)                   |