

Pei-ting Cheng

📍 New York, US ✉ peitingchengtw@gmail.com ☎ 646-772-2484 🌐 peitingcheng.com in peitingcheng

Education

- MFA Design and Technology**, Parsons School of Design, New York, US Sep 2024 – Present
• Minor in Transmedia & Digital Storytelling
- BA Fashion Design**, Shih-Chien University, Taipei, Taiwan Sep 2014 – Jan 2019

Experience

User Experience Design Intern Jun 2025 – Present

G&A Strategy and Design, New York, NY

- Designed and prototyped interactive museum experiences in Figma, developing user flows, wireframes and prototypes for over 20 interactives; initiated 3 design sprints to validate concepts and enhance interaction clarity.
- Collaborated with cross-functional teams of content strategists, producers, and creative technologists to align UX outcomes with narrative and educational objectives, establishing cohesive design systems across multiple exhibition environments.
- Produced UX deliverables, including wireframes, annotated flows, interactive mockups, and paper prototypes for design reviews and client presentations, streamlining iteration cycles and informing future production workflows.

Research Assistant Feb 2025 – Jun 2025

Parsons School of Design, New York, NY

- Assisted in exhibition spatial design for the Toledo Museum of Art, contributing to elevation drawings, material testing, and prototyping for installation components.
- Managed and updated online exhibition content on the WordPress CMS platform for *Infinite Images: The Art of Algorithms*, ensuring accessibility and visual consistency across pages.

Multimedia Project Manager & Producer Mar 2020 – May 2024

Neon Galaxy Design, Taipei, Taiwan

- Planned and executed 10 museum exhibitions, over 15 multimedia projects for multiple national museums in Taiwan, each with an annual visitation exceeding one million people.
- Led teams with over 12 designers and engineers to accomplish interactive projects, including 4 motion-based immersive experiences, 9 touch-screen games and a 4D theater experience.
- Produced and managed over 18 animation and video works, encompassing exhibition theme animations for promotion, character animations, video editing, and educational animations for museum displays.
- Accelerated interactive media production process by nearly 15% through iterative high-fidelity prototyping based on user play-tests and feedback.
- Enhanced audience satisfaction by nearly 20% through diverse interactive media, based on comprehensive background research and custom-tailored storytelling content to meet the museum's requirements.

Project Manager & Video Producer Jul 2018 – Sep 2019

Xin-Zhan IoT, Taipei, Taiwan

- Planned and managed a scan-to-collect interactive event for the 2019 Taipei Lantern Festival to enhance visitor participation, with over 50,000 people interacting.
- Filmed and post-produced a series of 13 campaign advertisements and promotional videos for Taiwan's county and city mayoral elections in 2018.
- Planned and coordinated a team to execute marketing campaigns across 4 social media accounts for diverse brands, spanning NGOs to construction companies. Produced creative content, including copywriting, graphic design, video production, and animation for clients.

Skills

UX Design & Rapid Prototyping	Figma, TouchDesigner, p5.js, ML5.js, JavaScript, HTML, CSS, Webflow, Arduino(C++), Unity, Laser Cutting, 3D Printing
Visual & Motion Design	Adobe Illustrator, After Effects, InDesign, Photoshop, Premiere, Final Cut Pro
Exhibition & Experience Design	SketchUp, Rhino

Relevant Projects

Tracing the Unspoken, Parsons School of Design Feb 2025 – May 2025
Major Studio 2 – Motion-Tracking Installation ([Project Link](#)) 

- Examined how subtle body movements and gestures shape unspoken communication and collective awareness, envisioning potential applications in interactive design and behavioral research.
- Built using p5.js and ml5.js, leveraging the TensorFlow.js-based BlazePose model for real-time body-pose tracking and gesture key-point extraction.

Toilet Arcade, Parsons School of Design Sep 2024 – Dec 2024
Major Studio 1 – Interactive Installation

- Designed an interactive “toilet arcade” that transforms the private restroom into a site for playful dialogue and unexpected social interaction, exploring how small, everyday spaces can foster collective play.
- Developed a contactless Rock–Paper–Scissors game using ESP32, ultrasonic sensors, and OLED displays to enable communication between two connected stalls.

A Pale Blue Dot, National Taiwan Science Education Center May 2022 – Nov 2023
5G interactive Science–Art Theater, 40-minute interactive show, 980 ft² projection

- Designed and executed an immersive interactive show centered on biodiversity, featuring three distinct game levels and accommodating up to 40 players simultaneously.
- Led an 8-person team of designers, engineers, and music designers, coordinating with museum authorities to complete the interactive exhibition development.
- Leveraged 5G technology with optical LiDAR and infrared cameras to enable children and adults to trigger game interactions and engage with virtual creatures through full-body movement.

Time Station, National Museum of Taiwan History Apr 2022 – Dec 2023
Immersive 4D train theater, 10-minute show

- Scripted and produced an animation on “the 5 senses of Taiwanese Culture,” creating an immersive experience for children through lively storytelling in an interactive train theater.
- Designed the 4D experience by integrating a hydraulic suspension system to create an immersive sensory ride.

A Warm Little Pond, National Taiwan Science Education Center Oct 2020 – Aug 2021
Motion-tracked interactive projection, 775 ft² projection

- Designed a motion-tracking installation inspired by the origin of life, transforming scientific phenomena into five interactive game levels and fifteen responsive digital species.
- Developed a full-body interaction system using Azure Kinect, enabling up to eight players to trigger reactions through movement and proximity.
- Delivered a high-fidelity prototype in three months, conducted user playtests across age groups 7–65, and refined the experience based on feedback to reach a 95% satisfaction rate.

Homing, National Taiwan Science Education Center Oct 2021 – May 2022
Permanent exhibition, 3 interactives and 27 time-based media

- Designed and implemented 2 touchscreen games and an interactive display centered on biodiversity, featuring adaptable interfaces for children and visitors with physical challenges.
- Produced 4 animations and 23 media pieces, completing the full production cycle within 3 months.