

WORK EXPERIENCE

Hooli Home | Customer experience designer

FEB 02, 2023 - Now, CHICAGO - Real estate company

Collaborated with the sales team to develop strategies and organization resources that helped build trust with diverse user journey and personas. Increased the sales in Chicago by 30%.

Evisort | Product Designer

APR 2021 - FEB 2023 SEATTLE - AI-powered contract lifecycle management and analysis software

Design system

Collaborate with front-end engineers to establish scalable, accessible, token-based design systems that drive consistency across the ecosystem.

Product Design

Led design and launched Workflow Template Builder, from identifying business problems to incremental implementation. The concept was tested with the customer solution team, pitched to leadership, and prioritized with 4 PMs and 8+ engineers to balance business viability and implementation feasibility. Achieved a **10% reduction in user-generated errors** and **increased the use of standardized fields by 25%**, enhancing the overall desirability through the self-serve interface and streamlined flow.

Established a feedback loop between Client, Sales, CS teams and Product design that consistently generated insights to inform the design and product roadmap, while also enhancing the team's ability to deliver excellent customer service.

CircleQ | Product Designer

MAR 2020 - APR 2021 CHICAGO - Local-based social networking application

As the sole designer, I led the end-to-end product design. Held weekly workshops with 6 engineers, a PM, and the CEO to prioritize the product roadmap. Increased **UGC by 35%** and **weekly active users by 16%** through group chat features that bridged the gap between 'moments' and 'activities'.

Roadmapped and verified **10** major opportunities for user acquisition by holding online activities with **more than 100 users in total**. Identified and broke down the problem of low user-generated content (UGC) through ethnographic research and creating user scenarios and journey mapping.

DentaQuest | Design Strategist Intern

MAY 30, 2019 - AUG 09, 2019, BOSTON

Developed and prototyped **3** concepts to expand opportunities beyond insurance including 1) Tele-dentistry. 2) Employer-based oral health benefits. 3) Mid-level providers dental cart. Created a detailed implementation roadmap to prioritize the concepts.

Led the video production on how that advocated for design methodologies.

Healthcare-related experience | Design Researcher

Rush University Medical Center MAY, 2020 - SEP, 2020, CHICAGO

Conducted **10 interviews and activities with doctors, nurses, social service organizations, and community members**. Proposed **6 opportunity areas** to promote community health post-COVID-19. Presented service blueprints and wireframes to integrate innovations into the organization plan.

UIC Institute of Healthcare MAY, 2020 - AUG 15, 2020, CHICAGO

Established a platform that matches community needs with over 150 community programs and addresses community Health problems systematically. Created concept prototypes based on insights and design principles from user interviews and remote workshops.

Yuan Feng

End-to-end product designer; Strategic system thinker; Infusing big-picture vision into incremental successes.

CONTACT

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SKILLS

Design system
Qualitative research
Prototyping
Journey mapping
Figma & Sketch
Adobe Suite
Storytelling & Facilitation
Product management
Aftereffect video production

EDUCATION

IIT Institute of Design

2018 - 2020 US

Master of Design

University of Liverpool

2013 - 2017 CN, UK

Architecture

BA in Architecture

Project Management

(PMP certificate 2023)

Accessibility- design for all

(Certificate 2022)