

## WORK EXPERIENCE

### Client Experience Epecialist (Real Estate)

Hooli Home | Mar 2023 - Oct 2024, Chicago

Luxvue Realty | Nov 2024 - Present, Chicago

- Conducted in-depth client interviews to uncover goals, constraints, and decision drivers.
- Synthesized insights across multiple engagements to identify recurring user patterns.
- Mapped end-to-end client journeys and identified friction points across a multi-step decision process.
- Independently supported 300+ clients, validating solutions through direct behavioral feedback in high-stakes contexts.

### Product Eesigner | Evisort

Apr 2021 - Feb 2023, Seattle

- Design Systems:** Partnered with design lead and engineers to build a scalable, accessible, token-based design system, contributing 15 responsive components and documentation.
- Product Design:** Led stakeholder research, design iteration, and executive presentations; partnered with PM to launch an MVP that increased adoption through a self-serve workflow.
- Research & Facilitation:** Enabled PMs and CS to conduct client-facing research for Dashboard and Workflow Builder, translating insights into roadmap decisions and establishing a sustainable feedback loop.

### Product Lead | CircleQ

Mar 2020 - Jan 2021, Chicago

- Product Strategy:** Led product strategy and design for an event-based P2P social app, owning discovery, validation, and launch for an early-stage fundraising product.
- Qualitative Research:** Led a team of 4 to conduct ethnographic research, uncovering drivers of low UGC; validated concepts with 50+ users.
- Interaction Design:** Designed and launched social events and group chat features, increasing UGC by 20% and WAU by 30%.

### Researcher (Healthcare & Community Services)

Rush University Medical Center | Jun 2020 - Aug 2020, Chicago

- Conducted remote research with clinicians and community organizations to identify post-COVID service opportunities; delivered service blueprints and wireframes.

IIC Institute of Healthcare | Jun 2020 - Aug 2020, Chicago

- Synthesized insights from interviews and workshops to define design principles and a product roadmap for a platform supporting 150+ community programs.

### Design Strategist | DentaQuest

May 2019 - Aug 2019, Boston

- Explored growth opportunities beyond traditional insurance by translating user and market insights into validated concepts and prototypes.
- Developed a prioritized implementation roadmap and communicated design methodologies through stakeholder-facing video storytelling.

## Yuan Feng

Product designer with experience spanning enterprise SaaS, healthcare, and real-world service design. Skilled in research and data-driven decision-making, systems thinking, and end-to-end product execution.

## CONTACT

(312) 478-0020

fengyuandesign@gmail.com

Portfolio: fengyuandesigns.com

Password: designfuture

## SKILLS

### Design

Design Systems, UX Research, Journey Mapping, Prototyping, HTML5

### Tools

Figma, Sketch, Tableau & Excel, Adobe Creative Suite

### Methods

Storytelling, Workshop Facilitation, Diagramming

## EDUCATION

IIT Institute of Design

Master of Design

2018 - 2020, US

Trine University

MS, Business Analytics

2023 - 2025, US

University of Liverpool

BA, Architecture

2013 - 2017, CN/UK