

WORK EXPERIENCE

Evisort | Design system & Product Designer

APR 20, 2021 - PRESENT, SEATTLE

- **Design system** - Worked with a design lead and two front-end engineers to establish scalable and accessible token-based design systems that drive consistency across the ecosystem. I contributed 15 responsive design components with documentation.
- **Product Design** - Owner of the Workflow Template Builder. I interviewed internal and external stakeholders and developed insights that directly informed the roadmap. Pitched the concepts to leadership. Partnered with PM and prioritized the concept according to business viability and implementation feasibility; As a result, launched the MVP within two months and increased the use of standardized fields. Enhance the desirability with a self-serve interface and flow, planned to be implemented in 2023.
- **Research & facilitation** - led and trained the PMs and CS team to conduct client-facing primary research for two major pillars-dashboards and workflow builder. Generated insights that informed the design and product roadmap. Build the feedback loop internally with the customer solution team.

CircleQ | UX Designer

MAR 13, 2020 - JUL 28, 2021, CHICAGO

I am the design lead of the local-based social networking application for overseas Chinese to meet friends with common interests.

- **Qualitative research**- Led a team of 4 to uncover the reason for low User Generated Content (UGC) through ethnographic research and created user scenarios and journey maps.
- **Interaction Design** - Increased UGC by 20% and weekly active users by 30% by building the social activity features to provide a sense of fulfillment and encourage user participation in In-App Activities. Validated concepts with more than 50 users and iterated on the design.

Rush University Medical Center | Design Research

JUN 01, 2020 - AUG 31, 2020, CHICAGO

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

UIC Institute of Healthcare | Design Research

JUN 01, 2020 - AUG 15, 2020, CHICAGO

Established a platform to match community needs with over 150 community programs and address Community Health problems systematically. Created prototypes and roadmap based on insights and design principles conceptualized from user interviews and remote workshops.

DentaQuest | Design Strategist Intern

MAY 28, 2019 - AUG 15, 2019, BOSTON

Developed and prototyped concepts to expand opportunities beyond traditional insurance industries. Created a detailed implementation roadmap to prioritize the concepts. Led the video production that advocated for design methodologies.

Yuan Feng

Passionate about end-to-end user experience design that breaks down complex challenges into elegant solutions.

CONTACT

(312) 478-0020

fengyuandesign

@gmail.com

fengyuandesigns.com

SKILLS

Storytelling

Facilitation

Qualitative research

Journey mapping

Service design

Design system

Prototyping

Figma & Sketch

Adobe Suite

HTML5

EDUCATION

IIT Institute of Design

2018 - 2020 US

Master of Design

University of Liverpool

2015 - 2017 CN, UK

Architecture

BA in Architecture

Xi'an JiaoTong Liverpool

University

2013 - 2015 CN

BE in Architecture