

Vinson Feng

Product Designer

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EDUCATION

Cornell University • Bachelor of Science in Applied Economics and Management *Aug 2021 - Dec 2024*
Major: Applied Economics and Management (Marketing Concentration)
Minor: Information Sciences (User Experience Concentration)
Relevant Coursework: Qualitative Research and Design Methods, Designing Technology for Social Impact, Design Thinking, Media, and Community, Communication and Technology, Teams and Technology, Marketing Research

EXPERIENCE

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- uTECH • Product Designer** *Aug 2024 - Present*
- Developed wireframes and prototypes for smartwatch and mobile applications on iOS/Android platforms, optimizing map routes based on user health, transportation methods, travel time, and air quality index.
 - Partnered with engineering, product, and marketing teams to design scalable UI components and deliver strategic insights, including market analysis, to align with uTECH's objectives and user needs.
 - Conducted and analyzed three user interview sessions to gather actionable insights, ensuring designs were user-centered and aligned with stakeholder goals.
- StudioLab • UI/UX Designer** *Jun 2024 - Dec 2024*
- Developed visually appealing UI components and wireframes to optimize website functionality, layout, and user experience. Enhanced the site's visual appeal with modern, user-centered designs while ensuring seamless usability through an accessible design system and detailed handoff documentation.
 - Created and optimized WordPress pages with faster download speeds, combining aesthetic design with technical performance to deliver a smooth and engaging browsing experience across devices.
- Seam • UI/UX Design Intern** *Jul 2024 - Aug 2024*
- Collaborated with product managers and engineers to design and implement engaging product features and prototypes that align with the needs of the B2B audience, driving user engagement and satisfaction.
 - Created wireframes, storyboards, and user flows to effectively communicate design concepts, ensuring consistency with brand identity while enhancing user experience in a fast-paced startup environment.

PROJECTS

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- Vestiaire Collective: Shopping Reimagined • UI/UX Designer** *Apr 2024 - Jul 2024*
- Conceptualized and developed prototypes for a "Community" feature section, enabling users to interact through trade requests, garment search posts, style sharing, and other engagement tools.
 - Revamped the user interface of Vestiaire Collective's website, aligning with contemporary fashion retail trends to enhance visual appeal, streamline navigation, and improve overall user efficiency and engagement.
- Sojourn: Travel Planning Mobile and Smartwatch Linked Application • Lead Product Designer** *Aug 2023 - Oct 2023*
- Designed and developed a user-centric mobile and smartwatch application for travel planning, enabling seamless itinerary creation, real-time updates on attractions, and expense tracking.
 - Led the implementation and user testing of a smartwatch sync feature, ensuring cross-device functionality and improved user experience through iterative design and feedback.
- Dorma: Sleep Assistant and Environment Management Application • Product Designer** *Feb 2023 - May 2023*
- Designed a mobile application for Cornell University students to enhance sleep quality and productivity by managing lighting, HVAC, room audio ambiance, alarms, and device lockdown features.
 - Conducted diary studies/co-design workshops to determine relationship between sleep environment, quality, and student performance, leveraging findings to drive key design decisions and improve user experience.

SKILLS

UI/UX: Wireframing, Prototyping, Ideation, Usability Testing, Motion Design, Interaction Design, User Research, User Scenarios, Journey Maps, Product Thinking, Web Design, App Design, Design Systems, Research Analysis
Programs/Languages/Tools: Figma, HTML, CSS, JavaScript, Adobe Illustrator, Adobe Photoshop, Sketch, Miro, Confluence