

# FEI REN

UX DESIGN & RESEARCH



## Portfolio

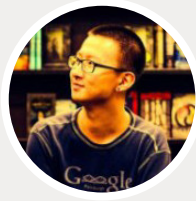
<http://feiren.me/>

## Phone Number

+1 814-852-8481

## Email Address

renfei1992@gmail.com



As a UX designer that connects user needs and business opportunities, I apply user research and design thinking to find the right solutions to solve the right problems. In the recent years, I've worked in industries such as artificial intelligence, healthcare, ecommerce, higher education and more.

## EDUCATION

### Master of Science in Information, Human-Computer Interaction (HCI)

from the University of Michigan, 2015-2017

### Bachelor's in Supply Chain Mgmt

from the Pennsylvania State University, 2010-2014

## SKILL

### Design

Interactions • Wireframe • Screen Mockup • Persona & User Journey Map

### Research

Interview & Affinity Diagram • Survey & Stats • Usability Testing • Card Sorting

### Design/Prototyping Tools & Programming

Sketch • InVision • Balsamiq • Adobe Suite • Justinmind Prototyper

HTML/CSS • JavaScript • Python • R

## RECENT WORK

### UX Product Designer @ Cappex

📍 Chicago IL

6/2017 - Present

Cappex offers products that help students find college matches. I focus on utilizing research to identify unmet needs within the existing products and leading the redesign of Cappex web app.

- Define use cases and design interactions to streamline user journey, simplify task flow, and optimize conversion rates. Designed features including Search, Match, On-boarding, Payment, Navigation, Gamification, Quiz and more.
- Responsible for planning and executing all qualitative and quantitative user research projects including interviews, contextual inquiry, surveys, and usability testing.
- Lead and facilitate design sprints to set a creative and analytical environment for ideation.

### Independent UX Consultant

📍 Remote

2/2018 - Present

As a freelance UX consultant at my spare time, I've helped over 10 startups at different stages to shape their product vision, define the initial MVP experience, create user task flow, wireframe, and screen mockups, and test uncertain assumptions.

### UX Design Co-Op @ Ansys

📍 Pittsburgh PA

1/2017 - 4/2017

As a graduate student intern, I worked with the Ansys UX team on conducting evaluation and test to understand existing design and designing interactions to reduce first-time learning curve.

### UX Design Lead @ Design Clinic

📍 Ann Arbor MI

10/2015 - 1/2017

I led a team of 5 designers at the Design Clinic, a program offered by the University of Michigan, to provide UX design services for tech startup companies.

- Defined project scope and milestones, organized deadlines and deliverables, and led the design research effort.
- Worked together to design interactions and UI across desktop and mobile on clients' products.

### Logistics Analyst @ Google/Google Express

📍 Pittsburgh PA

10/2014 - 4/2015

Google Express is a fast delivery service offered by Google. I supervised and analyzed on daily field operations performance.