Fengyu Hao

14+ Year Expert UX/UI & Visual Designer

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WORK EXPERIENCE

Google (TVC via Intellipro Group) New York, NY
UX/UI Designer | Jun 2022 - present

- Led the UX design for a B2B pilot program in collaboration with product managers, engineers, UX researchers, and UX writers, resulted in a 22% increase in account visits and a 21% increase in time spent on the platform.
- Communicated design concepts with stakeholders and leadership.
- Produced wireframes, low- and high-fidelity mockups, and interactive and animated prototypes.
- Participated in design sprints to generate innovative concepts.
- Created scalable UI components and design systems by consolidating current components and streamlining workflows.
- Conducted accessibility audit to ensure ADA and WCAG compliance.

edX - Columbia Engineering Boot Camps New York, NY
UX/UI Design Bootcamp Instructor (part-time) | Jun 2023 - Nov 2023

- Led a 24-week remote boot camp at Columbia University, focusing on UX/UI, covering user research, problem definition, ideation, prototyping, testing, UI design, and basic HTML/CSS/JQuery.
- Mentored and guided students through in-class activities, and oversaw multiple projects, assisted students in applying UX/UI concepts to real-world scenarios.

Raisin (formerly Deposit Solutions) New York, NY
Lead UX/UI & Graphic Designer | Feb 2020 - Jun 2022

- Led the design of user sign-up funnel and dashboard for a B2C banking product, launching it in 8 months after joining the team.
- Optimized sign-up UX with competitor analysis and user testing, increasing conversion rate by 19%.
- Created user flows and UI designs for major new features based on business requirements and user feedback.
- Built interactive prototypes to facilitate B2B onboarding process.
- Developed design systems adhering to WCAG 2.1 standards..
- Designed and managed B2C website and landing pages using headless CMS.
- Monitored and analyzed A/B test results, heatmap data, and user feedback, optimizing web UI and driving user engagement.

New York Film Academy New York, NY
Senior Web & Graphic Designer | May 2019 - Jan 2020
Multimedia Designer | Jan 2010 - Apr 2019

EDUCATION

Parsons the New School for Design
2007 - 2009
Master of Fine Arts in Design & Technology

Shanghai Jiao Tong University
2003 - 2007
Bachelor of Arts in Broadcast Journalism
Bachelor of Science (minor)
in Computer and Application

CREATIVE SKILLS

Design thinking, create user-centric solutions, persona, user flow and customer journey mapping

Cross-platform UX/UI design through various stages: ideation, wireframes, low- and high-fidelity mockups, interactive and animated prototypes

Build and work with design system

Design for accessibility

Presentation design

Website, landing page, and email design

Graphic design for digital and print

Branding and social media content creation

Video editing & animation

Illustration and painting (digital and watercolor)

DESIGN TOOLS

Figma, Principle, Sketch, InVision,
Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects), Procreate. Basic HTML/CSS, CMS.
Microsoft Office: Word, Excel, PowerPoint.

LANGUAGE SKILLS

English
Mandarin Chinese
Japanese (JLPT N3)