

# I'M ELIANA FENG

## UX DESIGNER

[elianafeng.com](http://elianafeng.com) | [elianafengdesign@gmail.com](mailto:elianafengdesign@gmail.com) | New York, NY

### EXPERIENCES

**4C Insights** | *New York, NY*

**ux/ui Designer** | *Oct 2016 - Present*

Own the UI of 4C's Social Ad Activation platform. Independently revamped the design of the entire platform, and the redesigns have been received positively by clients.

- Establish and implement design language for the platform
- Improve the platform's ease of use and information architecture
- Collaborate with PMs and developers on designing new features
- Support the work of 30 developers and QAs to meet client asks
- Create and maintain 4C's internal styleguide

**The Bamberger Group** | *New York, NY*

**Lead ux/ui Designer (Freelance)** | *June 2016 - Present*

Redesign the company's responsive website through thoughtful ux design and research to solve user and business goals. Also lead all branding efforts within the company. The redesigns have helped double the site's user session and led to the company's first seller lead. For the website, I have:

- Rebuilt information architecture, content strategy and user flow
- Improved the website's visual consistency, visibility and readability
- Translated user testing findings into design improvements
- Directed the developer in the front-end development of the site

**HotDate** | *New York, NY*

**Designer, Developer** | *Sept 2015 - June 2016*

Created HotDate, a MFA thesis project and a mobile application to help redesign the first date experience through meaningful ux and interaction design.

- Conducted extensive competitive analysis and ux pattern research
- Created content, user interface and interactive experience
- Conducted live prototype play-testings and user interviews
- Synthesized data to evaluate assumptions and identify user needs

**GoDaddy** | *Seattle, WA*

**Ux Design Summer Intern** | *June - Aug 2015*

### EDUCATION

**Parsons The New School of Design** | *New York, NY*

**Design & Technology MFA** | **GPA: 3.83** | *May 2016*

Courses: A Holistic User Experience, Design for Usability, Mobile UI Design, Visual Design Concepts, Advanced Motion Graphics, Advanced Javascript, Data Visualization

Honor: President's University Merit Scholarship

**New York University** | *New York, NY*

**Economics BA, PSYC. Minor** | **GPA: 3.9** | *May 2013*

Honor: Magna Cum Laude, Dean's List, Phi Beta Kappa

### SKILLS

Rapid wireframing & prototyping  
User flow & mental model  
Responsive web & mobile app ui design  
Information architecture  
Agile product development & iterations  
User research & user persona  
Usability testing & heuristic evaluation  
Domain research & competitive analysis  
Concept design  
Motion design & Video editing  
Front-end development

### TOOLS

Sketch (proficient)  
Photoshop (proficient)  
Invision (proficient)  
Marvel App (proficient)  
Axure (proficient)  
InDesign (proficient)  
Illustrator (intermediate)  
After Effects (proficient)  
Premiere Pro (proficient)  
Unity (intermediate)  
R Studio, ggplot (basic)  
Processing (basic)  
Arduino (basic)  
Keynote (proficient)  
Microsoft Office (proficient)

### LANGUAGES

HTML & CSS (proficient)  
Ionic, Angular JS (intermediate)  
Java (basic)  
C, C# (basic)  
R (basic)  
Chinese (native)  
Japanese (basic)