

I'M ELIANA FENG

UX DESIGNER

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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)