



Fei Zhao

lazhaofei@gmail.com | www.feizhao.me | 734.604.6198

EXPERIENCE

Product Designer

2018 — 2021

Duo Mobile, Cisco

Creating design solutions for Duo mobile 4.0 experience. Responsible for overall UX vision, design, and implementation for the Android mobile application.

Duo Admin Panel, Cisco

Designed core features on the Duo Admin Panel, including cloud & on-prem directory syncing experience. Conducted research and created journey maps for enterprise customer enrollment experience.

Product Designer

2017 — 2018

Ford

Led the research and design for the Lincoln Global Order Entry web application. Designed and launched the vehicle trading feature to enable Lincoln car dealers' inventory sharing. Partnered with Product and Engineering to formulate product requirements and strategy.

UX Designer

2016 — 2017

Abercrombie & Fitch

Designed features for the e-commerce checkout experience, such as the promotion system and shopping cart. Created service blueprints & journey maps for improving the omnichannel shopping experience.

UX Design Intern

2015

Lifion by ADP

Redesigned Y app - an HR management mobile application. Created marketing strategy and assets for showcasing the next generation Y app.

EDUCATION

2015

Master of Science in Information, HCI

2014

Master of Landscape Architecture

University of Michigan, Ann Arbor, MI