Fei Zhao

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EXPERIENCE

Product Designer

Cisco
11.2018 — Present

Duo Mobile

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

Duo Admin Panel

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

Ford
09.2017 — 11.2018

Lincoln Global Order Entry

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

Abercrombie & Fitch
06.2016 — 03.2017

Abercrombie.com

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

Lifion by ADP
06.2015 — 08.2015

Y app

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

EDUCATION

Master of Science in Information, HCI, 2015
Master of Landscape Architecture, 2014

University of Michigan, MI, USA