

FENGWEI HAN

Product Design | UX Design | Problem Solving | Information Architecture

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EXPERIENCE

Product Design Lead, FrontRock

Apr 2021 – Today | Remote, US

- Leading the initial product design of Frontrock's real estate investment + blockchain products, including property listing, social, decentralised finance, etc.
- Working with the developers to implement the web app and marketing website.
- Created and maintaining FrontRock's component library.

UX Designer, Microsoft (Contractor)

May 2021 – June 2021 | Remote, US

- Participated in redesign of Microsoft Teams web visual expression.
- Designed new modules for Microsoft 365 website, worked with the developers to implement changes.

UX Researcher, Microsoft (Capstone)

Jan 2021 – May 2021 | Remote, US

- Worked with the PM, data scientists and developers to improve the retention rate of deeply engaged customers on the Azure Machine Learning platform.
- Conducted and analyzed user interviews to understand user pain points and reasons for customer churn.
- Analyzed telemetry data to identify usage patterns and customer behaviors.

UX Design Intern, Mindcurrent

May 2020 – Sept 2020 | Remote, US

- Visualized and prototyped AI predictions of stress patterns on mobile and web app interfaces for enterprise users to manage individual and team stress.
- Mapped out flow of end-to-end customer experience across various touchpoints.
- The designed product helped raise over \$800k in the crowdfunding round and acquired three beta enterprise customers.

UX Design Intern, Parisa Wang

Jan 2020 – May 2020 | Remote, US

- Iteratively designed and prototyped landing pages as part of the handbag release marketing campaign for a collaboration between two brands.
- Collaborated with the marketing team to conduct user research and analysis.
- Designed email newsletters for the marketing campaign.

UX Design Intern, IBeeHub Incubator

Jun 2017 – Aug 2017 | New York City, US

- Spearheaded design of a portfolio management platform to streamline the management of startups and talents in the company's database.
- Designed the experience using user flow diagrams, site maps, and wireframes.

UX Engineer Intern, AfterYou

Jan 2016 - Jul 2016 | Singapore

- Conducted usability tests and communicated research results with the developers to improve the company's online home service platform.
- Partnered with the marketing team to launch a gift card purchasing campaign; designed the website and implemented it using HTML, CSS and Angular JS.

EDUCATION

University of Washington, Seattle

Sept 2019 - June 2021

Master of Science in
Information Management,
specializing in User Experience
& Information Architecture

National University of Singapore

Aug 2014 - May 2018

Bachelor of Computing in
Information Systems
Certificate in entrepreneurship

Peking University

Jul 2017 - Aug 2017

Summer course in UX Research and
Prototyping

SKILLS

Methodology

Human-centered design /
Value sensitive design /
Design thinking /
Systems thinking / Agile

Design

User research & analysis /
Interviews / Storyboarding /
User journey mapping /
Card sorting / Wireframing /
Rapid prototyping /
UI design / Motion design /
Usability testing /
Design systems /
Information visualization /
Taxonomy / Ontology

Coding

HTML / CSS /
Javascript / Angular / D3

Tools

Figma / Sketch / Adobe XD / Axure /
InVision / Balsamiq / Principle /
Miro / Tableau / PoolParty