

FENGWEI HAN | UX/Product Design

Fengwei is passionate about solving problems through a human-centered approach and designing solutions using her interdisciplinary skills in UX design, business and development.

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Location: Seattle, WA 98105

EXPERIENCE

UX Designer, Microsoft (Capstone)

Dec 2020 – Today | Remote, US

Working with the program manager, data scientists to improve the retention rate of deeply engaged customers on the Azure Machine Learning platform. Responsibilities include analyzing customer usage patterns, conducting user interviews, running experiments, and making UX improvement recommendations.

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 personal / team stress. Mapped out flow of end-to-end customer experience across different touchpoints. Advocated user experience when collaborating with the leadership and data science team to design the product. Partnered with the marketing team to build company website.

UX Design Intern, Parisa Wang x CareerTu

Jan 2020 – May 2020 | Remote, US

Worked with the marketing team to iteratively researched, designed, prototyped and tested a responsive landing page as part of the product release marketing campaign for its new collaboration handbag.

UX Design Intern, IBeeHub Incubator

Jun 2017 – Aug 2017 | New York City, US

Spearheaded design of a portfolio management platform to streamline management of startups and talents stored in the database. Researched and identified user needs through stakeholder interviews and user research. Conducted usability tests with stakeholders and iteratively prototyped the system using Axure.

UX Engineer Intern, AfterYou

Jan 2016 – Jul 2016 | Singapore

Collaborated with designers and engineers to conduct usability tests and improve the company's online marketplace for home services. Rapidly designed and prototyped new services to test market demands. Partnered with marketing team to design and develop a gift card purchasing website as part of the marketing campaign.

PROJECTS

UX Designer, PROduce Marketplace

Sept 2019 – Nov 2019 | Seattle, US

Designed an online grocery shopping experience for senior citizens by improving the sensory and social aspects of online shopping. Conducted user interviews, identified key problems, and prototyped an improved end-to-end experience for senior citizens.

Product Manager, Merlion Banking

Aug 2016 – Nov 2016 | Singapore

Led a team of six to design and implement a large-scale online banking system. Facilitated collaboration among designers, engineers and content writers by hosting stand-up meetings in an agile manner. Hosted ideation sessions.

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

Peking University

Jul 2017 – Aug 2017

Summer course in UX Research & Prototyping

NUS Entrepreneurship Program

Dec 2015 – Jul 2016

Courses in ideation and lean methodologies.

SKILLS

Methodology

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

Design

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

Coding

HTML / CSS / Javascript / Angular / D3 / Java / Java EE / Enterprise applications

Tools

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