



# Kai Ji (Kevin) Feng

 kjfeng.me

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 609-865-6132

## EDUCATION

### Princeton University

B.S.E. Computer Science

2017 - 2021; GPA: 3.75

Activities: Princeton  
Entrepreneurship Club, Princeton  
Sinfonia Orchestra, Princeton  
University Band, club badminton

## SKILLS

### Design

Product research  
User research  
Storyboarding  
Prototyping  
Wireframing  
User testing

### Tools

Sketch  
Framer  
Illustrator  
Photoshop  
InDesign

### Languages

HTML/CSS  
Java  
C  
JavaScript (basic)  
React (basic)  
CoffeeScript  
Mandarin + Cantonese

## EXPERIENCE

### Princeton Entrepreneurship Club, Design Director

*Princeton, NJ; Jun 2018 - present*

- Advises a team of 12+ designers from various club subteams
- Solidifying design language by creating design guidelines and maintaining consistency across assets
- Working with web development to prototype new features for the website
- Designing and maintaining all graphic material

### Solomoto, Product Development Intern

*Tel Aviv, Israel; Jun 2018 - Aug 2018*

- Redesigned and built landing pages for the platform's content bank, increasing page traffic by 3x and conversions by 4x
- Worked closely with Head of Growth performing product research and compiling key metrics from SaaS competitors to support US product strategies
- Proposed, prototyped, and presented a redesign of the platform's business metrics tool See less

## PROJECTS

### Rehack, founder and director

*Princeton, NJ; Aug 2018 - present*

- Founded an organization and team to put together a "reverse hackathon" focused on redesigning tech for healthier relationships between people and software
- Event focuses on humane design, UX, development, ethics, and mental health
- Anticipated event date: spring 2019

### Venmo Android UX Case Study

*Aug 2018 - Sep 2018*

- Conducted a UX case study of the Venmo Android app after using it extensively for 10 weeks in Tel Aviv
- User research conducted on fellow Princeton students on the same summer internship program