Kai Ji (Kevin) Feng

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EDUCATION

Princeton University

B.S.E. Computer Science

2017 - 2021; GPA: 3.74

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
Figma
Illustrator
Photoshop
InDesign
Android Studio

Languages

HTML/CSS
Java
C
Python
JavaScript (basic)
CoffeeScript
React (basic)

Mandarin
Cantonese

EXPERIENCE

Princeton Entrepreneurship Club, Design Director
Princeton, NJ; Jun 2018 - present

• Advising 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

Flare Software, Inc., Product Marketing Intern
Remote; Aug 2016 - Sep 2016

• Created a promotional package to market the app upon launch that reached more than 50 000 Canadian university students nationwide
• Designed onboarding screen mockups for the mobile app
• Tested and reported bugs of mobile and desktop platforms of the app

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