



Kai Ji (Kevin) Feng

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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

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