

Vinson Feng

Product Designer

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EDUCATION

Cornell University • Bachelor of Science in Applied Economics and Management

Aug 2021 - Dec 2024

Major: Applied Economics and Management (Marketing Concentration)

Minor: Information Sciences (User Experience Concentration)

Relevant Coursework: Qualitative Research and Design Methods, Designing Technology for Social Impact, Design Thinking, Media, and Community, Communication and Technology, Teams and Technology, Marketing Research

EXPERIENCE

uTECH • Product Designer

Aug 2024 - Present

- Led product design development across multiple web and mobile apps focused on sustainability and urban transformation, managing UI/UX workflows in Figma, conducting user interviews, and running usability testing to inform intuitive designs for emissions tracking, cost-of-living analysis, and urban navigation.
- Collaborated with cross-functional teams of engineers, data scientists, marketing strategists, and product managers to develop scalable design systems and translate complex environmental and economic data into user-friendly, scalable interfaces, while maintaining accessibility and visual consistency across platforms.

StudioLab • UI/UX Designer

Jun 2024 - Dec 2024

- Led the design of user-centered UI components and responsive wireframes to improve website structure, navigation, and overall usability - collaborating with developers to implement accessible design systems, streamline workflows, and ensure high-fidelity execution through comprehensive handoff documentation.
- Optimized responsive WordPress pages for performance and aesthetics, improving load times and visual consistency across devices while aligning design decisions with user behavior and project goals.

Seam • UI/UX Design Intern

Jul 2024 - Aug 2024

- Designed and prototyped Figma interfaces for AI-powered GTM playbooks, partnering closely with product managers and engineers to tailor solutions for B2B user needs and improve engagement across key workflows.
- Developed wireframes, user flows, and storyboards to clearly communicate design vision, aligning with brand guidelines while iterating rapidly to elevate user experience in a high-velocity startup environment.

PROJECTS

Vestiaire Collective: Shopping Reimagined • UI/UX Designer

Apr 2024 - Jul 2024

- Conceptualized and developed prototypes for a "Community" feature section, enabling users to interact through trade requests, garment search posts, style sharing, and other engagement tools.
- Revamped the user interface of Vestiaire Collective's website, aligning with contemporary fashion retail trends to enhance visual appeal, streamline navigation, and improve overall user efficiency and engagement.

Sojourn: Travel Planning Mobile and Smartwatch Linked Application • Lead Product Designer

Aug 2023 - Oct 2023

- Designed and developed a user-centric mobile and smartwatch application for travel planning, enabling seamless itinerary creation, real-time updates on attractions, and expense tracking.
- Led the implementation and user testing of a smartwatch sync feature, ensuring cross-device functionality and improved user experience through iterative design and feedback.

Dorma: Sleep Assistant and Environment Management Application • Product Designer

Feb 2023 - May 2023

- Designed a mobile application for Cornell University students to enhance sleep quality and productivity by managing lighting, HVAC, room audio ambiance, alarms, and device lockdown features.
- Conducted diary studies/co-design workshops to determine relationship between sleep environment, quality, and student performance, leveraging findings to drive key design decisions and improve user experience.

SKILLS

UI/UX: Wireframing, Prototyping, Ideation, Usability Testing, Motion Design, Interaction Design, User Research, User Scenarios, Journey Maps, Design Thinking, Web Design, Mobile Design, Design Systems, Research Analysis, HCI

Programs/Languages/Tools: Figma, HTML, CSS, JavaScript, Adobe Illustrator, Adobe Photoshop, Sketch, Miro, Confluence