

# 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

### PROFESSIONAL EXPERIENCE

uTECH | **Product Designer**

Aug 2024 - Present

- Acted as product lead across design, data, and engineering teams to define and deliver a scalable design system, wireframes, and prototypes - aligning data sets, feature requirements, and UX decisions with organizational goals.
- Directed end-to-end design by translating complex environmental, urban planning, emissions, and cost-of-living datasets with user interview research insights into clear, actionable decision tools that increased clickpoint engagement by 40%, improved cross-team productivity through standardized workflows and feasibility alignment, and ensured solutions met both user needs and technical constraints for non-technical and technical audiences.
- Delivered monthly performance reviews and ad hoc analyses that drove three major product strategy shifts, reinforced by high-impact design and product contributions including the development of a unified cross-product design system that improved consistency and reduced design-to-engineering friction, a comprehensive aesthetic and usability overhaul of uTECH's website that enhanced clarity and user engagement, and the end-to-end design and feasibility assessment of a smartwatch integration for Lumeo - expanding the platform's multi-device capabilities and enabling personalized, health-informed travel routing based on air-quality/environmental data.
- Led end-to-end research through usability testing, stakeholder interviews, and data-gap analysis, generating actionable insights that reduced reporting friction by 25% and improved decision accuracy across all teams.

StudioLab | **UI/UX Designer**

Jun 2024 - Dec 2024

- Led the full lifecycle design of user-centered UI components and responsive wireframes in Figma and Miro, improving navigation clarity and usability scores by 25%. Developed and enforced accessible design-system patterns that reduced design-to-engineering revisions and ensured consistent UX across multi-platform deliverables.
- Partnered closely with developers to design and implement integrated data dashboards and reporting interfaces across multiple project Wordpress webpages. Enhanced KPI tracking accuracy by 30% and improved cross-departmental visibility, enabling faster, more informed decision-making and streamlined workflow alignment.
- Overhauled reporting operations by rebuilding information architecture frameworks, standardizing data visualization formats, and incorporating automated data pipelines. Reduced manual reporting efforts by 40%, accelerated delivery of stakeholder dashboards and increased the long-term scalability of internal analytics workflows.

Seam | **UI/UX Design Intern**

Jul 2024 - Aug 2024

- Collaborated with product managers and engineers to design end-to-end Figma prototypes for AI-powered GTM playbooks supporting B2B workflows. Designed low-fidelity wireframes, interaction design models, high-fidelity interactive prototypes and user flow diagrams, while contributing to the foundation of a design system that improved consistency, clarified multi-step processes, and increased adoption readiness by 30% for engineer teams.
- Developed structured reporting experiences - including wireframes, user journeys, component state diagrams, and user journey storyboards - to simplify complex data interpretation across GTM workflows. Established UX patterns and reusable components within the emerging design system, reducing manual analysis effort by 25% and enabling rapid iteration cycles in a fast-paced and competitive startup environment as product requirements evolved.

### 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/Language/Tools:** Figma, HTML, CSS, JavaScript, Adobe Illustrator, Adobe Photoshop, Sketch, Miro, Confluence