

Vinson Feng

Product Designer

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EDUCATION

Pratt Institute | Master of Science in Information Experience Design

Aug 2026 - Expected May 2028

Area of Emphasis: Design Engineering

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, Marketing Research, Media Communication

PROFESSIONAL EXPERIENCE

uTECH | Lead Product Designer

Aug 2024 - Aug 2026

- Led product design across design, data, and engineering teams to build a scalable design system, wireframes, and prototypes - aligning UX decisions and feature requirements with organizational goals.
- Integrated AI-assisted development workflows into the software development lifecycle, streamlining code generation, testing, and troubleshooting processes.
- Designed decision tools for complex environmental, urban planning, and cost-of-living datasets paired with user research, increasing clickpoint engagement 40% and improving cross-team workflow standardization.
- Built a scalable design system - component library, usage patterns, documentation - adopted across four products, reducing design-to-engineering revision cycles and standardizing visual language org-wide.
- Led an aesthetic and usability overhaul of uTECH's existing website, improving clarity and user engagement.
- Designed and assessed feasibility for a smartwatch integration with Lumeo, enabling air-quality-informed travel routing and expanding multi-device capabilities.
- Ran usability testing, stakeholder interviews, and data-gap analysis that reduced reporting friction 25%, improved decision accuracy org-wide, and accelerated prototype iteration cycles by surfacing usability issues.
- Delivered monthly performance reviews and analyses that informed three major product strategy shifts.

StudioLab | UI/UX Designer

Jun 2024 - Dec 2024

- Designed user-centered UI components and responsive wireframes in Figma and Miro, improving usability scores and navigation clarity.
- Built and enforced accessible design-system patterns, reducing design-to-engineering revision cycles across multi-platform deliverables.
- Partnered with developers to use AI-assisted technology to design integrated data dashboards and reporting interfaces across WordPress sites, improving KPI tracking accuracy 30%.
- Rebuilt information architecture and standardized data visualization formats, cutting manual reporting effort and accelerating stakeholder dashboard delivery.

Seam | UI/UX Design Intern

Jul 2024 - Aug 2024

- Designed end-to-end Figma prototypes - low-fidelity wireframes through high-fidelity interactive flows - for AI-powered B2B GTM playbooks.
- Contributed to a foundational design system that improved consistency and increased engineering adoption readiness 30%.
- Designed structured reporting experiences (wireframes, user journeys, component states) that simplified complex data interpretation and cut manual analysis effort 25%.

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, Framer, Wix, Webflow, UserTesting, Notion, AI-Assisted Development, Microsoft Office, Google Suite