



Fei Zhao

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EXPERIENCE

Freelance *Product Designer*

March 2017 - Present | Ann Arbor, MI

Designing the AI Trip iOS app, Android app and website for Avenue Zhengming Co., Ltd. Collaborating with their engineering team and project manager. Designed and developed Kacupuncture.com for local clinic using user research, UX design and programming skills.

Abercrombie & Fitch *Associate UX Designer*

June 2016 - March 2017 | New Albany, OH

Designed and implemented new features such as the promotion experience, WeChat single sign-on, Omni-Channel experience on Abercrombie and Hollister international websites. Worked closely with user research, marketing, IT and product management teams in multidisciplinary collaboration for creative problem solving.

ADP Innovation Lab *UX Design Intern*

June 2015 - August 2015 | New York City, NY

Incubated concepts, implemented prototypes and conducted usability studies for the future directions of ADP HR management mobile applications. Worked closely with ADP research, product and marketing teams to create visual and motion design for showcasing next generation products.

Guava Motion *Co Founder & UX Designer*

January 2015 - May 2016 | Ann Arbor, MI

Created new concept of multiple wearable fitness tracker system with two other co-founders. Developed the first prototype device and enclosure for the wearable fitness tracker system.

National Park Service *Designer - Volunteers In Park*

May 2013 - April 2014 | Empire, MI

Conducted interviews with stakeholders including local outfitters, regional college outdoor clubs. Designed surveys for user groups including paddlers and backpackers. Collected and analyzed GIS data from field work for the proposed B2B trail. Designed 35 mile water and hiking trail, signage system, brochure and 4 campsites.

EDUCATION

University of Michigan, Ann Arbor

M.S. in Human-Computer Interaction
December 2015, GPA: 3.68

University of Michigan, Ann Arbor

M.L.A. in Landscape Architecture
May 2014

Beijing Forestry University, Beijing

B.S. in Urban Planning and Design
May 2010

SKILLS

User Experience Design

Wireframing (Sketch, Adobe Suite)
Prototyping (InVision, Axure, Principle)
Storyboarding
Information Visualization (D3.js)
Visual & Motion Design
(Adobe Photoshop, Illustrator, After Effects)
Information Architecture

User Research

Contextual Inquiry
Personas & Scenarios
Survey Design
Heuristic Evaluation
Usability Testing

Programming

HTML5, CSS3, JavaScript, Java

Languages

English, Mandarin Chinese