

FEI ZHAO

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EDUCATION

University of Michigan

Dec 2015 Ann Arbor, MI

M.S. in Human-Computer Interaction
GPA: 3.683

University of Michigan

May 2014 Ann Arbor, MI

M.L.A. in Landscape Architecture

Beijing Forestry University

May 2010 Beijing, China

B.S. in Urban Planning and Design

PROJECT

IBM developerWorks : User Research

User Researcher Ann Arbor, MI

Conducted UX research including usability tests with developers, collected surveys and performed comparative analysis.

Provided recommendations to improve existing interfaces and navigation system.

PetBook : Pet Social Network App

UX Designer Ann Arbor, MI

Worked individually on ideating, storyboarding, wireframing and prototyping for PetBook, a pet social network mobile app.

WORK EXPERIENCE

Associate UX Designer | Abercrombie & Fitch

June 2016 - Present New Albany, OH

Designed and delivered digital experiences of new features on Abercrombie and Hollister websites: WeChat Single Sign-On, WeChat Pay, Nominated Day Delivery and sold out experience. Partnered with user research team and analytics team to conduct Info Visualization, Usability Testing and A/B Testing for features.

UX Design Intern | ADP Innovation Lab

Jun 2015 - Aug 2015 New York City, NY

Worked with existing products and new user requirements within an Agile team. Created marketing strategy showcasing next generation product design.

Co-Founder & UX Designer | Guava Motion

Jan 2015 - May 2016 Ann Arbor, MI

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

Designer - Volunteers In Park | National Park Service

May 2013 - Apr 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.

SKILLS

HCI Methods

Contextual Inquiry
Competitive Analysis
Info Visualization
Prototyping
Usability Testing
Storyboard

Design & Tools

Adobe Suite:
Ps, Ai, ID, AE, Pr
Sketch
Axure
InVision
Auto CAD

Programming

HTML5
CSS3
JavaScript
jQuery
PHP
MySQL

Research

SPSS

Language

English
Mandarin