



# Fei Zhao

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## EXPERIENCE

### **Abercrombie & Fitch** *Associate UX Designer*

June 2016 - March 2017 | New Albany, OH

- Designed and delivered user experience assets to support the development of A&F branded experiences and decisions.
- Drove frequent iteration and evolution of design solutions for current and proposed e-commerce experiences.
- Developed champion / challenger solutions, and drove implementation of winning designs.
- Worked closely with research, creative, 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

- Redesigned existing mobile applications to account for new user requirements using agile methodology and design thinking approaches.
- Created marketing strategy showcasing next generation product design.

### **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

### **Digital Design**

Photoshop, Illustrator, InDesign, After Effects

### **Front-End Web Development**

HTML5, CSS3, JavaScript

### **Product Design**

Responsive Web & Mobile Application Design  
User Experience (Wireframing, Research)  
Persona & Scenario Building  
Information Architecture  
Service Blueprinting  
Prototyping (Sketch, InVision, Axure)  
Data Visualization (d3.js)

### **Languages**

English, Mandarin Chinese