

Fei Zhao

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EXPERIENCE

Okta Staff Product Designer

2022 — Present

Irvine, CA

Led the research and design initiatives for key projects, including the development of a Custom Admin Role system, enhancing Governance for Admin Roles, and creating the groundbreaking Multi-Org Management application, Okta Aerial.

Duo Security - Cisco Product Designer III

2018 — 2021

Ann Arbor, MI

Creating design solutions for Duo mobile 4.0 experience. Responsible for overall UX vision, design, and implementation for the Android mobile application.

Enhanced the Duo Admin Panel with key features like cloud & on-premises directory syncing.

Streamlined enterprise customer enrollment through comprehensive research and journey mapping.

Ford Senior UX Designer

2017 — 2018

Dearborn, MI

Spearheaded research and design for the Lincoln Global Order Entry web application.

Designed and launched the vehicle trading platform to enable Lincoln car dealer's inventory sharing.

Partnered with product and engineering to formulate product requirement and strategy.

Abercrombie & Fitch UX Designer

2016 — 2017

Columbus, OH

Designed features for the e-commerce checkout experience, such as the promotion system and shopping cart. Created service blueprint and journey maps for omni channel shopping experience.

EDUCATION

M.S. Human Computer Interaction

2014 — 2016

University of Michigan