

# Feifei Deng

UX Design

## - EDUCATION -

### Human Centered Design & Engineering

2019-Current | Master | GPA 3.95  
University of Washington, Seattle, US

### Landscape Architecture

2015-2017 | Master | GPA 3.7  
University of Washington, Seattle, US

### Environmental Art Design

2011-2015 | Bachelor | GPA 3.8  
Tsinghua University, Beijing, China

## - SKILLS -

### Design & Prototyping

Interaction Design, Voice UI Design, Visual Design, Persona, User Journey Map, Information Architecture, Wireframing, Design System, Iterative Design, Prototyping, UX for VR, IoT

### Research & Programming

Usability Testing, User Interview, Focus Group, Contextual Inquiry, Competitive Analysis, Card Sorting, Storyboarding, Affinity Diagramming, Content Coding, Findings Presentation, HTML

### Software

Figma, AdobeXD, Sketch, Photoshop, Illustrator, InDesign, Protopie, AfterEffect, Voiceflow, Principle, AutoCAD, Rhino, Unity, SketchUp, Arduino

## - LANGUAGE-

English, Chinese, Cantonese

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206-369-3394

## - EXPERIENCE -

### UX Designer @Amazon TRX

Apr 2022 - Present | Full-time | Seattle, WA

- Part of the Core Trans Tech team with a focus on the Carrier Integration Services and Transportation Financial Services space.
- Own and provide UX supports to multiple products under the CIS and TFS team. Experienced in designing for complex financial and logistic problem spaces.
- Advocate for user centric product development by involving stakeholders into UX process, bringing UX perspectives to product planning, reinforcing Amazon's accessibility efforts to individual product.
- Plan and conduct UX research to understand users' needs, pain points, and goals. Create detailed research plans and provide summarized narratives to the Product team for alignment.
- Proactively improve product development, collaboration, and UX process, dive deep to root causes for problem solving. Work closely with multiple stakeholders for project prioritization and development.
- Actively participate in studio level shareout events to provide supports for peer designers

### Product Designer @Wyze

Mar 2021 - Present | Full-time | Seattle, WA

- Responsible for multiple smart-home products experience from end to end, ensure the integration between the plug-in products and platform to optimize the current user experience and avoid potential conflicts among products
- Worked collaboratively with multiple PMs, hardware/software engineers, marketing teams to fulfill users' request, solve different scale of user experience problems from minor updates to the new product line
- Communicate with the design team and PMs frequently to understand design requests, ensure alignment and help to bring user aspects to product requirements
- Regularly meet with partner teams to provide high-level design direction and feedback, align partners with Wyze design system to ensure design consistency

### UX Researcher/Designer @Wunder

Jul 2020 - Jan 2021 | Volunteer | Seattle, WA (Remote)

- Led user research for both the mobile app and physical device, planned and moderated over 20 user interviews and usability testings using qualitative and quantitative methods, presented and transferred findings into actionable design solutions used as references and guidelines for future iterations.
- Work cross-functionally with product, business, engineering, marketing, and education teams to align research, design, and business goals, identify constraints and priorities.