Fei Gao
UX designer with a strong emphasis on visual design and empathy.

+1 (912) 591 1365 | phoebegaofei@outlook.com | LinkedIn: FeiGao | Portfolio: Phoebegao.com

Professional Experience

UX Design Intern at VEE
Remote • Jan 2024 – Apr 2024

- Elevated new user model by designing the high-fidelity recruitment website design based on the wireframes and enhancing usability and accessibility through 3 iterative phases: wireframing, prototyping, and usability testing.
- Boosted user retention rates by 23% through a comprehensive redefining of the recruitment user experience and introducing a candidate analytics system.
- Collaborated with the product manager and engineers to understand requirements and provide creative design solutions, significantly improving working efficiency.

Service Designer at Amazon X SCADPro - Aging with Amazon
Savannah, GA • Jan 2022 – Mar 2022

- Executed extensive UX research through interviews and surveys, translating over 2,000 data points into actionable insights with behavioral archetypes and user journey mapping to clearly define and prioritize user needs.
- Collaborated across teams to create a comprehensive user experience employing a service ecosystem map and a service blueprint. This strategic initiative is expected to attract over 100K new users, addressing a critical gap in Amazon's lifecycle engagement.

Awarded Project

UX Designer at PYNK   (Indigo Design Award GOLD WINNER 2024, UX, Interface & Navigation Category)
Savannah, GA • Mar 2023 – Jun 2023

- Pioneered visual and branding design for PYNK, a women's biohacking wellness platform during the transition phrase by collaborating closely with content writer to create cohesive brand message and design system.
- Crafted user archetypes and empathy maps by conducting qualitative and quantitative research with over 1500 data points to intricately address user needs, successfully improve end-to-end experience.
- Led usability testing processes that elevated user satisfaction from 3.8 to 4.6 out of 5 by iterating the user interfaces design of the PYNK mobile app through 3 rounds of mockups and prototypes attracting an estimated 25K+ new users.

Education

M.A. in Industrial Design (3.9/4.0)	at Savannah College of Art and Design	Sep 2021 - Jun 2024
M.A. in Service Design (4.0/4.0)		Sep 2021 - Jun 2024
B.E. in Industrial Design (3.5/4.0)	at Nanjing Forestry University	Sep 2017 – Jun 2021

Highlighted Skills

Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Rhinoceros, Keyshot, Sketch, Miro, Slack

Skills: Contextual Research, Responsive Design, Information Architecture, Usability Testing, Visual Design, Wireframing, Design Across Multiple Platforms, Accessibility Design

Licenses & Certifications

Google UX Design Specialization	Jun 2024
Design Research & Insight Translation	Jun 2022