



Fengyu Hao

14+ Year Expert UI/UX & Visual Designer

WORK EXPERIENCE



Google, shopping ads (via Intellipro Group) New York, NY
UI Designer | June 2022 - present

- Worked closely with cross-functional teams, including product managers, UX researchers, and engineers, to develop creative solutions based on user testing insights and metrics.
- Communicated design concepts with stakeholders and leadership.
- Led design iterations to refine and improve product features based on user feedback and data analysis.
- Produced wireframes, low- and high-fidelity mockups, and interactive and animated prototypes.
- Participated in design sprints to generate innovative concepts.
- Created scalable UI components and design systems by consolidating current components and streamlining workflows.
- Conducted accessibility audit of new features to ensure ADA and WCAG 2.1 compliance.



Raisin (formerly Deposit Solutions) New York, NY
Lead UI/UX & Graphic Designer | February 2020 - June 2022

- Led the design of user sign-up funnel and dashboard for a B2C banking product, launching it in 8 months after joining the team.
- Optimized sign-up UX with competitor analysis and user testing, increasing conversion rate by 19%.
- Created user flows and UI designs for major new features based on business requirements and user feedback.
- Built interactive prototypes to facilitate B2B onboarding process.
- Developed design systems adhering to WCAG 2.1 standards, ensuring accessibility and usability for all users.
- Designed and managed B2C website and landing pages using headless CMS.
- Monitored and analyzed A/B test results, heatmap data, and user feedback, optimizing web UI and driving user engagement.
- Designed marketing collaterals, including email campaigns, web banners, event graphics, print ads, flyers, posters, etc.



New York Film Academy New York, NY
Senior Web & Graphic Designer | May 2019 - January 2020
Multimedia Designer | January 2010 - April 2019

- Responsive web design, web and mobile UX improvement, marketing collateral design.

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EDUCATION

Parsons the New School for Design

2007 - 2009

Master of Fine Arts in Design & Technology

Shanghai Jiao Tong University

2003 - 2007

Bachelor of Arts in Broadcast Journalism

Bachelor of Science (minor)

in Computer and Application

CREATIVE SKILLS

Design thinking, create user-centric solutions, persona, user flow and customer journey mapping

Cross-platform UX/UI design through various stages: ideation, wireframes, low- and high-fidelity mockups, interactive and animated prototypes

Build and work with design system

Design for accessibility

Presentation design

Website, landing page, and email design

Graphic design for digital and print

Branding and social media content creation

Video editing & animation

Illustration and painting (digital and watercolor)

DESIGN TOOLS

Figma, Principle, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects), Procreate. Basic HTML/CSS, CMS.

Microsoft Office: Word, Excel, PowerPoint.

LANGUAGE SKILLS

English

Mandarin Chinese

Japanese (JLPT N3)