

Huan Feng [Portfolio](#) | [LinkedIn](#)

Senior Product Designer

+61 461 333 729

fungfsss@gmail.com

SUMMARY

A UX/UI designer with 7+ years of experience in e-commerce, education, and tech, specialising in user-centred and responsive designs across platforms like iOS, Android and Web.

TOOLS

Figma
Rive
Framer
Webflow
Squarespace
After Effects
Photoshop
MindNode
Pen
Paper

EXPERIENCE

Freelance UX/UI Designer

Aug 2024 - Present Sydney

- Partnered with stakeholders to translate complex business requirements into effective design solutions.
- Worked with other professionals on multi-disciplinary projects to ensure cohesive design outcomes.
- Aligned with client branding, driving measurable results like increased leads or improved performance.
- Designed and built websites using Squarespace and Webflow for clients across various industries.

SKILLS

Usability research
Survey Design & Analysis
Information Architecture
Wireframing
Prototyping
Sketching

Senior Product Designer | Education First

Aug 2021 - Jul 2024 Remote (Shanghai, New Zealand, Australia)

- Led workshops and design sprints to drive innovation in online learning experiences and align teams on user-centric strategies.
- Designed app and web platforms for language learning, including self-study modules and online classroom tools, boosting user retention by 10% over six months.
- Collaborated with a team of 80 cross-functional professionals to deliver user-friendly online learning experiences, increasing learner satisfaction scores by 20%.
- Conducted 10+ usability tests with 100+ users and analysed 10 competitor platforms, resulting in a 30% increase in task completion rates and a 15% reduction in user errors.

EDUCATION

Shenyang University of
Technology

Sep 2012 - Jul 2016

B.A. Industrial Design

UX Designer | Mobile Now Group

Apr 2018 - Jul 2021 Shanghai

- Conducted user research to create personas for e-commerce, education, and transportation platforms, ensuring user-centred design solutions.
- Designed wireframe and prototype templates, achieving a 90% task success rate during usability testing and reducing design iteration time by 25%.
- Collaborated with cross-functional teams to deliver polished, functional apps. For example, maintaining 100% brand consistency and driving a 25% increase in new user acquisition for Sephora China.

UX Designer | Asus

Jul 2016 - Dec 2017 Shanghai

- Built beta user groups with over 50 participants and developed an evaluation model that improved system iteration efficiency by 10%.
- Optimised design schemes based on usability tests and collected user feedback.
- Designed wireframes for Asus mobile phone system apps.