

Ruiyun Feng

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EDUCATION

Savannah College of Art and Design

Master of Art | Service Design

GPA: 4.0

Courses: Theory of Service Design / Contextual Research / Theory of Interaction Design / Information Architecture / Financial Reporting

Savannah, GA

Expected to graduate in June 2024

Jiangnan University

Bachelor of Art | Product Design

Courses: Theory of Product Design / Innovation Design and Practice / Ergonomics / Design Management and Brand Strategy

Wuxi, China

Graduated in June 2021

WORK EXPERIENCE

Zenlayer

UX Design Intern

- Restructured and optimized the lifecycle of all products. Standardized the terminology used in different teams to improve the communication efficiency as well as product development efficiency.
- Developed the sub-page within the user dashboard, ensuring user-friendliness and functional completeness through competitive analysis and user journey planning.
- Built a light themed component library, using design tokens to support theme switching of the user dashboard.

Diamond Bar, CA

July 2023 – Now

NIO, Inc

Operation Planning

- Planned and operated various activities to attract people to download App and visit the Stores to provide sales leads
- Designed promotional ads and posters and followed up on placement
- Planned co-branding activities, conducted in-depth communication with partners, such as trunk market with IKEA which contributed 23% lead growth to the sales department.

Wuxi, China

April 2021 – May 2022

Mitao Data

UI Design Intern

- Designed the interface of the digital platform for live e-commerce analytics
- Iterated the interface based on feedback from front-end development department
- Visualized data to improve platform usability and increase user retention

Hangzhou, China

January 2020 – June 2020

ACADEMIC EXPERIENCE

UX Design for Test Drive with Autopilot

- Reduced the learning cost of Autopilot function and improved users' trust by innovation of the test drive experience.
- Reduced the design cost by adding components to existing console, and enabled people to master Autopilot easily and pleasantly by using of voice assistant.
- Validated the usability through user test, and users are willing to pay 10% of the total vehicle price for Autopilot

October 2022 – February 2023

Sound Installation Design for Wuxi Museum

- Redesigned the audio guide of Wuxi Museum to enhance the museum experience and attract more visitors. The audio guides were exhibited in the museum and well received by the museum and visitors.
- Designed the audio guide based on local handicraft to promote local cultural heritage.
- Designed the souvenir - portable audio to increase the museum's profit.

October 2019 – February 2020

SKILLS

Technical Skills: Figma, Webflow, Photoshop, Illustrator, After Effects, Sketch, Principle, Miro, Rhino, Keyshot

Hard Skills: UX Design, UX Research, Product Design, Graphic design, Branding

Soft Skills: Collaboration Communication & Articulation Customer Focus, System Thinking, Time Planning, Knowledge of Finance, Self-learning

Languages: Mandarin Chinese (Native), English (Fluent), Japanese (Fluent)

AWARDS

INDIGO DESIGN AWARD SILVER WINNER 2023 / UX, Apps Category

April 2023