

Jingfei Hu

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EXPERIENCE

DESIGN LEAD | *The Guardian Life Insurance of America*

September 2023 - Present | Boston MA

- Created low and high-fidelity wireframes, prototypes, mockups and story board to convey design concepts, fostering communication with internal stakeholders and vendors, contributing to the **securing of \$1.6 million in funding**.
- Designed and strategized for the product direction by leveraging the findings of users' preference and concerns from desktop research and user interviews to shape business decision.
- Collaborated with researchers, engineers, product management, and cross-functional stakeholders to deliver multiple offerings into the market each year.

LEAD UX DESIGNER | *Manor AI*

July 2023 - Present | Boston MA

- Designed a **B2B/B2C AI-powered** property management product from **0 to 1**, Android to Web, focus on user-centered design, branding, and marketing strategies.
- **Led a team of 5 designers**, facilitating collaboration with engineers to ensure project development, and conducted workshops to enhance team proficiency.
- Developed and maintained UX/UI guidelines for new features to maintain design consistency across different platforms and products.

UX & BRANDING DESIGNER | *Orange Square*

July 2023 - August 2023 | Providence RI

- Designed iOS apps graphics, and interactive user interface for client **Joyuus**, a digital health innovator focus on new mothers.
- Produced a wide range of design materials, including branding posters and digital marketing assets, tailoring designs to meet the needs of each client.

PRODUCT DESIGNER | *BreakFree Inc*

January 2023 - May 2023 | Berkeley CA

- Redesigned end-to-end user experience for BreakFree, reduced the average task completion time for creating customized challenge for **72%**.
- Contributed 40 UI components to company design system and added 3 new features to **increase 20% user engagement rate**.
- Developed and implemented an in-app coupon redemption feature, resulting in a **34% reduction** in customer support message volume.

USER EXPERIENCE DESIGNER | *Tencent Games*

October 2020 - January 2021 | Shenzhen China

- Boosted user engagement rate on community platform by **40%** with conceptualizing bullet chat, fun registration, and smart matching pages.
- Presented UX solutions to stakeholders and advocated usability spirit to increase user satisfaction rate with a **12.5%** increase.
- Nominated as Tencent **TOP 10 FINALIST** by submitting design proposal.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN

September 2021 - June 2023 | 3.9/4.0

M.F.A Digital + Media |
focus on interaction & visual communication

TIANJIN ACADEMY OF FINE ARTS

September 2017 - June 2021 | 4.1/5.0

B.F.A Mobile Media Arts |
focus on art, graphic design & product design

SKILLS

DESIGN

UI/UX Design, Data Analysis,
Accessibility Audit, Participatory Design
Mobile Application Design
Rapid Prototyping
Responsive Web Design
Sketching, Wireframing
Journey Mapping
Hi-fi Prototype, Storyboarding
Branding, Design System

TOOLS

Figma, Sketch, Flinto, Zeplin
Invision, Miro, Jira, Adobe Creative
Suite - Photoshop • Illustrator
Indesign • AfterEffect, Principle
WebGL, HTML, CSS, C++
Javascript, GUI Kit, Blender

RESEARCH

User Research, A/B Testing
Usability Testing
Qualitative & Quantitative Research
Competitive Analysis

VISUAL

Graphic Design, Illustration
Motion Design, 3D Modeling
Typography