

Jingfei Hu

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EXPERIENCE

DESIGN LEAD | *The Guardian Life Insurance of America*

September 2023 - Present | Fintech Services & Project Management

- Created **60+** low and high-fidelity wireframes, prototypes, mockups for a new feature on *GuardianWell*, fostering communication with internal stakeholders and vendors, contributing to the **securing of \$1.6 million in funding**.
- Led the design of the Guardian web application for **29 million** insurance customers. Aligned designers and engineers to revise and pinch **4** design ideas.
- Improved user experience of the new feature through usability testing with **25** target users, identifying **15** critical UX issues and delivering actionable insights to stakeholders.
- Collaborated with researchers, engineers, product management, and cross-functional stakeholders to deliver multiple offerings into the market each year.

LEAD UX DESIGNER | *Manor AI (SaaS)*

July 2023 - Present | SaaS & Agile Development

- Designed a **B2B/B2C AI-driven** property management product, achieving **84%** customer satisfaction rate. Focus on user-centered design and design strategies.
- **Led a team of 5 designers**, facilitating collaboration with AI engineers to ensure agile project development, and conducted workshops to enhance team proficiency.
- Built the design system for the software **from 0 to 1**, improved accessibility and visual consistency of UI components and branding guidelines.

PRODUCT DESIGNER | *BreakFree Inc*

January 2023 - May 2023 | Habit-Building APP & Information Architecture

- 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 | Game Tech & Community Running

- 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.

UI & BRANDING DESIGNER | *Freelancer*

Clients: Joyuus, Sonadia, HomeGinkgo

- Designed **responsive** design solutions across graphics, and interactive user interface for client Joyuus, Sonadia, and HomeGinkgo.
- Produced a wide range of design materials, including **14** wireframes for 2 concepts, delivered **18** mockups and digital marketing assets.

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
DISQO • Userlytics • Dscout

RESEARCH

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

VISUAL

Graphic Design, Illustration
Motion Design, 3D Modeling
Typography