

# Jingfei Hu

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## EXPERIENCE

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### ***Guardian Life - Design Lead***

September 2023 - May 2024 | B2C Insurance Product

- Designed a life event hub **from 0 - 1** on **GuardianAnytime**, collaborating with a multidisciplinary team including 6 internal stakeholders and vendors, contributing to the **securing of \$1.6 million in funding**.
- Iterated design from sketches to high-fidelity prototypes, identifying key features like plan generator and dashboard, achieving **40% increase in user satisfaction**.
- Co-conducted qualitative and focus group research to improve users' understanding of benefits policies, reducing the **task error rate by 62%**.
- Communicated design rationale to revenue, administrative, and tech teams through weekly meetings, gaining **buy-in for 2 features** and ensuring product coherence.

### ***Manor AI - UX/UI Designer***

July 2023 - Present | B2B AI Property Management (SaaS)

- Designed a **B2B AI - driven SaaS** property management product, **leading a team of 5** across product, content, and creative teams, securing **\$1 million in funding**.
- Boosted **user adoption rates to 76%** by collaborating with engineers to iterate the user experience for AI chat, agents' workflows, and client-specific needs.
- Facilitated design system workshops to migrate from Vue.js to React.js, ensuring **WCAG 2.2 AA** accessibility for web and mobile (**Android and iOS**).

### ***Tencent Games - Product Designer***

October 2020 - January 2021 | Co-op | B2C Social Gaming Community

- Increased **user retention rate** on the community platform by **40%** by designing bullet chat, fun registration, and smart matching page features, earning a nomination as a Tencent **Top 10 Finalist**.

### ***BreakFree Inc - Product Designer***

January 2023 - May 2023 | Habit-Building Application

- Redesigned the end-to-end user experience for BreakFree, reducing the average **task completion time by 72%** and securing **\$83,280** in funding.
- Developed and implemented an in-app coupon redemption feature, resulting in a **34% reduction** in customer support message volume.

### ***Product Designer Freelancer***

January 2021 - Present

- Designed responsive design solutions across graphics, and interactive user interface for client **Joyuus, Sonadia, and HomeGinkgo**.

## EDUCATION

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### ***Rhode Island School of Design (RISD)***

2021 - 2023 | Providence, RI

M.F.A Digital + Media I

Focus on Interaction & Visual Communication

### ***Tianjin Academy of Fine Arts***

2017 - 2021 | Tianjin, China

B.F.A Mobile Media Arts I

Focus on Art, Graphic design & Product design

## TEACHING

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### ***RISD - Lecturer***

2023 | Digital + Media Department

Focus on physical interaction design using C++

## SKILLS

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### ***Design***

UI/UX Design, Art direction, Accessibility Audit, Mobile Application Design, Rapid Prototyping, Responsive Web Design, Sketching, Wireframes, Journey Mapping, Hi-fi Prototype, Storyboarding, Branding, Design System, Information Architecture

### ***Strategy***

Competitive analysis, Revenue models, Differentiation, Product-led growth

### ***Research***

Focus group moderation, A/B Testing, Moderated and unmoderated interviews, Affinity Mapping

### ***Tools***

Figma, Sketch, Flinto, Zeplin, Invision, Miro, Jira, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), ProtoPie, WebGL, HTML, CSS, C++, JavaScript, React.js, Vue.js, GUI Kit, Blender, DISQO, Userlytics, Dscout