

FEI GAO

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EXPERIENCE

Sears Holdings Corporation - Kenmore

UX Designer & Strategist | Chicago, IL | Aug. 2017 - Present

- Studied Google Analytics data, researched all Apple Store and Google Play comments on current Kenmore Smart app, participated in ZenDesk customer support to understand how well the app performs. Presented to board members on new concepts to redesign the app.
- Led usability research sessions and determined app redesign directions. Worked extensively with developers, product managers, appliance engineers, and industrial designers, completely redesigned the Kenmore Smart App based on standard iOS design guidelines.
- Introduced the idea of Atom Design, established and maintained the first design library for the team, including design templates, patterns and specs.
- Used version control tool Abstract to manage different versions of the design files, which helped to boost the communications among the team and increased design efficiency.
- Helped to build up sprint-based design process for the team, accomplished gathering requirements, ideation, creating design concepts, getting feedbacks, finalizing design files, handing over design assets in 1-week timeframe.
- Regularly led training sessions on Axure, InVision, Sketch, Zeplin, Abstract and other design softwares across the design team, established user-centered-design process from scratch.
- Coordinated and presented design concepts to board members on a regular basis, take charge of other large scale projects such as DRS implementation with Amazon, Smart Wall Oven project.

Depaul University iD-Lab

UX Consultant | Chicago, IL | Feb. 2017 - Jun. 2017

- Implemented user-centered-design approach to deliver ux design solution for our client. Within a agile team, led 3 iterations of design concepts, brainstormed use cases and created workflows, presented to clients with wireframes and communicated with them on as weekly basis to gather inputs.
- Conducted 12 sessions of usability testings, analyzed and presented the testing data to clients, incorporated users feedbacks together with client's business requirements into the final design.
- Created high fidelity mock-ups with Sketch

United Airlines

UX Design & Research Intern | Chicago, IL | Jul. 2016 - Sep. 2016

- Conducted both qualitative and quantitative research at 3 international airports, raised 4 business concepts to improve passengers' experience
- Redesigning UA's current signage system, individually developed a new set of signs which helps passengers navigate the terminals effectively
- Collaborated with UX Researchers, conducted usability evaluation with 16 participants to test the new signs, the results showed a 40% increase in navigation efficiency
- Collaborated with multiple visual designers and product managers to meet all design and business goals

China Pacific Insurance Company

Applications & Operations Engineer | Shanghai, China | Mar.2012 - June.2014

EDUCATION

Depaul University

M.S. Human Computer Interaction GPA: 3.96
Sep. 2015 – June. 2017

Shanghai Maritime University

B.S. Management Information System
Sep. 2008 – Jun. 2012

SKILLSET

User-centered, Data-driven, Data Visualization, User Research, Field Study, Contextual Inquiry, Journey Map, Information Architecture, Sketching, Persona, Wireframes, Mockups, Prototypes, Heuristic Evaluation, Usability Testing, Data Visualization, UI Design, Interaction Design, Axure, Viso, Proto.io, Marvelapp, Invision, Photoshop, Illustrator, Sketch, Abstract, Omnigraffle, gGplot, Sublime text, Bootstrap, Linux, SQL Server, Oracle, HTML5, CSS3, Javascript, D3.js, JSP, SQL, Shell