SHAN FENG
SENIOR PRODUCT DESIGNER

shanshan-feng.com
shanmfeng@gmail.com
626.278.0822
San Francisco, CA

I'm a systems thinker who is passionate about psychology and deeply curious about people. I've 7+ years of design experience and I've owned end-to-end design at multiple startups. I'm a growth-minded self-starter and team player.

EXPERIENCE

ROOSTIFY / SENIOR PRODUCT DESIGNER
Fintech Startup

SAN FRANCISCO, CA
Jan 2020 - Oct 2021

Owned the end-to-end design process for Roostify's data intelligence SaaS product, which uses AI to simplify the digital lending experience for mortgage borrowers and lenders.

Led and completed Roostify's Help Center redesign from the ground up (ideation, information architecture, metrics analysis, user research, interaction design, visual design to icon illustration).

Worked closely with product management, engineering, customer success, marketing and other teams to deliver seamless user experience across our products and platform.

Conducted stakeholder interviews with enterprise clients, including Chase, TD Bank and HSBC.

Navigated constant ambiguity in a fast-paced startup environment. Presented projects in company-wide meetings and influenced leadership and cross-functional teams to adopt design decisions.

FREELANCE / PRODUCT DESIGNER
Various Industries

SAN FRANCISCO, CA
Sep 2014 - Dec 2019

Took responsibility for the entire UX process and turned ideas into fully-designed product features on a startup timeline without compromising attention to detail. Worked with clients including 20th Century Fox, LMFAO, HintMD and various startups across web, tablet and mobile interfaces.

MINDFUL HUSTLE LAB / FOUNDER
Ecommerce

SAN FRANCISCO, CA
Jan 2016 - Present

Created a side business selling digital design templates on Etsy. Sold over 90,000 items and ranked in the top 0.1% among 6+ million active Etsy sellers according to SEO site Etsyrank.
Took a user-centered approach to understand customer needs and developed products iteratively.
Interpreted and applied ecommerce metrics to improve conversion rate, product ranking and sales.

LASSY PROJECT / LEAD PRODUCT DESIGNER
Family Networking Startup

LOS ANGELES, CA
Feb 2015 - Dec 2015

Led all areas of design at Lassy. Piloted the redesign of the mobile onboarding experience that increased customer engagement by 20%. Increased homepage CTR with A/B testing.

MOZILLA / LEGAL FELLOW & UX DESIGNER
Business and Legal Team

SAN FRANCISCO, CA
May 2013 - Aug 2013

Owned a web-based UX project that aimed to educate startups and developers about data privacy law and how to build products using good data practices.

EDUCATION

UC Berkeley Extension
Product Management, 2019

UCLA Extension
User Experience Design, 2015

UC Hastings College of Law
Juris Doctor, 2014
CA-Licensed Attorney
San Francisco, CA

Northwestern University
Bachelor of Arts, 2010
Business, Communication
Evanston, IL

SKILLS

Core Design Skills
Design Thinking, Human-Computer Interaction, Information Architecture, UI Design, Visual Design

User Flows, Wireframes, Prototyping, Design Sprints, Design Systems, Service Design, Service Blueprinting, SaaS and AI

User Research & Testing
Personas, User Interviews, Survey Writing, Heuristic Evaluation, Usability Tests, A/B Tests, Mental Models

Product
Data Analysis, Strategic Product Thinking, Market and Competitive Analysis

TOOLS

Figma, Sketch, Invision, Miro, Pencil & Paper, Photoshop, Illustrator, InDesign, HTML/CSS

LANGUAGES

English, *native speaker*
Chinese, *native speaker*
Spanish, *conversational*

ABOUT

I am drawn to complex problems, curious about the *why*, comfortable with ambiguity, a good listener, driven, introspective

Interests Traveling, Books, Psychology-related topics, Meditation, Painting, Dogs