

Anna Feng (Bishop)

Product Designer

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Experience

PLECOSYSTEMS, Sr Product Designer

October 2020 – Present

- Gather UX requirements by working one-on-one with clients on projects
- Solve for client needs through ideation, design and development while working with a distributed team

UNIVERSITY OF TEXAS SYSTEMS, Product Design Consultant

July 2020 – October 2020

- Conceptualized new and existing UT organizational websites with in-house marketing team. Conducted user research to develop personas, use cases and goals for each website project
- Produced lo-to-mid fidelity wireframes as the basis for the final websites. Worked closely with their technologist on asset hand-off

CAREPORT HEALTH, Manager, Product Design/Sr. Product Designer

August 2016 – November 2019

- Took two very early stage products and evaluated each feature and functionality to determine its state within the enhanced version
- Lead design of product from ideation and research to wireframes to high-fidelity mock-ups. Lead design of a new product that expanded an existing offering.

HELLOSHOPPER, Product Designer

June 2015 – April 2016

CUSTOMMADE, Interaction/Visual Designer

July 2014 – June 2015

CARBONITE, INC, UX Designer/Visual Designer

May 2012 – June 2014

Education

BOSTON UNIVERSITY, Bachelor of Fine Arts in Graphic Design

September 2007 – May 2011

Hello,

I'm Anna. I've been a Product Designer for 8 years. **I specialize in UX strategy & UI design.**

UX Strategy

I begin every project with a mission to understand the business and the user goals that are driving the initiative. For product decisions to be effective, they need to be in service of a clear goal, metric, etc.

UI Design

The culmination of this understanding of strategy is usually experienced through a digital interface. After 8 years, I have experience designing for all screen sizes across many platforms.

Supporting Skillsets

UX Research

Pattern/Visual Design

Agile Environment Experience

Start-up Experience

Interaction Design

Prototyping

Preferred Tools

Sketch

Invision