Eric (Xufei) Wang

UX Designer based in San Francisco Bay Area, aiming to create streamlined, accessible and delightful experiences

ericwangdesign.com
wangxufei.eric@gmail.com
+1 (510) 708 8319
linkedin.com/in/xufeiwang-eric

Experience

Alphabet
May 2023 - Sep 2023
Remote

Interaction Design Intern

- Refactored the information architecture and module layout of the Explore section using design tools, increased user engagement by 27% and uptick in daily interactions.
- Optimized music exploration UX and interface design by crafting user flows, wireframes, and prototypes, maintaining high design standards in visual design, working with design systems.
- Conducted 30+ user testing session, empathizing user with human-centered principles, resolving user pain points, leading to a 10+ % improvement in user satisfaction ratings.
- Facilitated product development in a cross-functional collaborative environment, demonstrating strong teamwork and communication skills working with different stakeholders.

Dr.Lambda.ai
Sep 2023 - Dec 2023
San Francisco, CA

Product Design Intern

- Implemented and designed 4 end to end AI use cases within an cloud-based AI slide builder, resulting enhancement on multiple business goal ex. + 270% active user & + 17% subscription conversion.
- Executed 5+ iterations based on prototype testing, leveraging customer feedback, data insights and A/B testing feedback with interactive prototypes, reducing task completion time by 26%.

SmartPrep
Sep 2023 - April 2024
Berkeley, CA

Founding Product Designer

- Led the end-to-end UX for B2B AI-EdTech SaaS Product, independently taking ownership in agile product management, and implementing solutions with consistent design language.
- Achieved a $4.2M valuation, establishing long-term contracts and collaborating with international K-12 schools, demonstrating strong collaboration skills in design teams.
- Influenced enterprise facing product feature prioritization, design process flexibility, built SaaS Platform design system from 0-1, leading to a 20% acceleration in hitting key milestones.
- Pioneered the 0-1 design of information architecture and user flows in the SaaS B2B EdTech setting, emphasizing usability and efficiency, enhanced Customer Effort Score (CES) by 54%.
- Drove feature development by conducting 40+ generative and 200+ evaluative interviews, influenced product feature prioritization, and success metrics for launch evaluation.

Petkeley
Jan 2023 - April 2024
Berkeley, CA

Founding UX Designer

- Spearheaded data driven rapid iterations, crafting an AI social environment, implementing innovative product strategy solutions that garnered 1.5M investment from Google Venture.
- Developed user flows and screens from 0-1, catalyzing user growth to 10000+ in 3 months.

ThredUp
Sep 2022 - Dec 2022
Remote

User Experience Design Consultant

- Analyzed primary user research data from 100+ college students, utilizing data science methodologies to inform design solutions that achieved significant user base growth.
- Crafted 30+ high-fidelity prototypes using Figma, elevating user engagement by 30% through innovative social UX features, showcasing proficiency in design team and design tools.

UC Berkeley
2022-2025

B.A. Cognitive Science

- The Berkeley Certificate in Design Innovation
- Organizations: Project Lead for Berkeley Innovation & Invention Corp @ Berkeley

Skills

Design
UX Design • UI Visual Design • User Flow • Wireframes • Prototypes • Design System • HCI • Animation • HTML CSS

UX Research
User Interviews • Contextual Inquiry • Usability Testing • A/B Testing • Surveys • Competitive Analysis • Data Analysis

Tools
Figma • Sketch • Webflow • Invision • Jira • usertesting.com • Adobe Creative Suite • Microsoft Office Suite