

# VINSON FENG

PRODUCT DESIGNER

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## EDUCATION

### Cornell University

#### *Dyson School of Applied*

#### *Economics and Management*

*Concentration - Marketing/UX*

Bachelor of Science in Applied

Economics and Management

Expected Graduation - Dec 2024

### CUNY Baruch College

#### *Zicklin School of Business*

*Concentration - Marketing*

Bachelor's of Business Administration

September 2020 - May 2021

## RELEVANT COURSEWORK

Qualitative Research and Design Methods

| Strategy | Consumer Behavior |

Management Communications | Design

Thinking, Media, and Community |

Communication and Technology | Teams

and Technology | Organizational Behavior

| Marketing | Marketing Research

## SKILLS

UI/UX Design | User Research | User Testing |

Interaction Design | Graphic Design | Motion

Design | Wireframing | Prototyping | Ideation

| App Design | Website Design

## SOFTWARE & LANGUAGES

Adobe Photoshop | Adobe Illustrator | Excel

| Canva | Figma | Sketch | HTML | CSS

## PROFESSIONAL EXPERIENCE

### Cornell University

#### *Research Assistant*

*Ithaca, New York | June 2023 - Present*

Reviewed and transcribed CT Board of Pardons and Paroles recordings, identifying and reporting glitches. Proposed strategies to improve user experiences and recording quality. Collaborated closely with a supervising professor to discuss findings and improvements.

### Lambda Phi Epsilon

#### *Treasurer/Graphics Chair*

*Ithaca, New York | January 2023 - December 2023*

Designed graphics and pitches using Adobe Creative Cloud, Figma and Canva to promote social, academic, and fundraising events.

Spearheaded planning and coordination of over a dozen fundraising and philanthropy events that generated over \$9,000.

### Ripplematch

#### *Marketing Leadership Intern*

*Ithaca, New York | August 2022 - May 2023*

Worked alongside three other interns in recruiting over 100 students to sign up for Ripplematch services. Encouraged over 50 students to apply to job listings on Ripplematch through creation of social media postings using Adobe Creative Cloud and on-campus paneling events to increase user interaction/acquisition.

### Marketers of Baruch

#### *Vice President Internal*

*New York, New York | August 2020 - May 2021*

Initiated three rebranding projects/presentations created with Adobe Creative Cloud and Microsoft 365 with other students, alumni, and members in the marketing field. Aided in organization and facilitation of all social and informative events for official and general members.