

Yuchen Olivia Feng

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EDUCATION

University of Washington

2022 – Present

M.S. in Technology Innovation (HCI & Software Engineering), Incoming Fall 2026

B.S. in Human-Centered Design & Engineering, Minor in Neural Computation & Engineering

GPA: 3.94/4.00 | Dean's Medal Nominee for Academic Excellence 2026 (Top 1%) | Dean's List, 2022–2026

ACADEMIC & PROJECT EXPERIENCE

Founding Product Designer

Aug 2025 – Present

Paira Technology Inc. (Early-Stage Startup)

- Built an AI-native networking app from 0 to 1 in a startup environment, defining product direction, core value proposition, and end-to-end user experience from concept through official App Store launch (July 2026).
- Drove a major product iteration and strategic pivot, owning the design of core AI-powered flows from concept to shipped experience.
- Established the full brand and design system (logo, typography, color guidelines, motion assets) and produced all marketing collateral, including posters and promotional materials.
- Designed and iterated key growth and retention flows (onboarding, referral, premium features), integrating continuous feedback from 100+ waitlist users and 50+ beta testers.

Undergraduate Research Assistant

Apr – Jun 2026

University of Washington, Human-Centered Design & Engineering

- Investigated the visual representation of professional female athletes on social media, examined how these portrayals intersect with visual media culture, gender discourse, and political rhetoric online.
- Conducted in-depth analysis of social media content through media immersion while developing a qualitative codebook to systematically code and categorize content.

UX Researcher & Designer

Jan – Jun 2025

Cornell Lab of Ornithology & UW Ecofutures Lab

- Led research and product direction for a multi-stakeholder redesign of Merlin Bird ID, identifying key barriers to novice retention and translating insights into actionable product strategies.
- Executed comprehensive mixed-methods research and synthesized findings into prioritized product recommendations; designed the corresponding features, which were adopted and officially launched.
- Presented strategic outcomes to 200+ stakeholders at the UW Capstone Showcase.

Product Design Lead

Mar – Jun 2025

University of Washington, Neural Computation & Engineering

- Led hardware research and assembly for a wearable foot metrics system, owning the full process from concept prototype to interface design of the companion app.
- Synthesized user research findings and aligned technical constraints with design direction, driving consensus across the team.

Product Designer & Researcher

Dec 2023 – May 2024

University of Washington, Human-Centered Design & Engineering

- Originated and designed the full rule system and gameplay mechanics for an educational card game translating teamwork theory into interactive learning.
- Created all physical card content from course material, validating and refining the game system through iterative testing with 60+ users.

SKILLS

Design & Research: UI/UX design & research, usability testing, A/B testing, wireframing, interaction design, prototyping, storyboarding, design systems, design engineering, vibecoding

Product Management: Product management, qualitative analysis, mixed-methods research, strategy

Data & Programming: Data visualization (Altair & Tableau), machine learning, SQL, Python, Java, R, MATLAB

Languages: Chinese (native), English (fluent)