

POLARIS

ELIANA FENG

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(pw: design&technology)

Design Lead / IC of 10 years of experiences with a finance background.

New York, NY / Jersey City, NJ.

EXPERIENCES

Bookvid (Pre-seed) Remote

Design Lead 10/ 2023– 01/ 2024

- Spearheaded an overhaul of the product ecosystem including the expert / event marketplace, contributing to a 50% surge in sign-ups.
- Directed the development team on design implementations.

Pachyderm, Inc (Acquired by HP) Remote

First Design Hire 04/ 2020– 01/ 2023

- Created the end-to-end designs for Pachyderm's entire AI/ML platform from ground up, propelling it to acquisition within a 2.5 years.
- Led design project management and feedback sessions for internal and external teams.
- Worked directly with cofounders and a cross-functional team.

Polaris Design Inc Remote

Founder & Design Lead 05/ 2019– Present

- Led the product design and set the creative direction for a diverse array of B2C products, spanning the realms of healthtech, e-commerce, and fintech. Clients include WebMD, Macquarie Group, and more.

BlackRock New York

Senior UX Designer 11/2017-03/2019

- Led the design efforts of a few pivotal projects on BlackRock.com.
- Pioneered the inception of the first global design community (BDC).

4C Insights (Acquired by MediaOcean) New York

UX/UI Designer 10/2016-11/2017

- Led the end-to-end product design of 4C's Ad tech SasS analytical platform for enterprise users including Google, Viacom, P&G.
- Revamped the visuals and UI components of the platform that have contributed to 20-30% increase in product sales.
- Created the first design system for the product.

GoDaddy Seattle

UX Design Summer Intern 06/2015-08/2015

EDUCATION

Parsons School of Design (MFA) 2014 - 2016

Design & Technology MFA | GPA: 3.85

President's University Merit Scholarship

New York University (BA) 2010 - 2013

Economics BA, Psychology Minor | GPA: 3.9

Magna Cum Laude, Dean's List, Phi Beta Kappa

MENTORSHIP

NewYork.SG 2022 - 2023

I mentored two young designers, tailoring personalized three-week courses to accelerate their growth.

TEACHING

CUNY TECH 2023 - Present

As a part-time Associate Professor, I teach college-level digital marketing and finance courses.

SKILLS

- End-to-end product design (UX/UI)
- User Research, User Testings, A/B Testing
- Market Research, Product Strategies
- Typography, Visual Design, Branding, Data Viz.
- Atomic Design System
- Agile Methodologies (Sprints)
- Motion Design, Video Editing
- Front-end development (HTML, CSS, Javascript)

TOOLS

- Figma, Sketch, Adobe Suites
- JIRA, Asana, Monday, Trello
- ChatGPT, Midjourney, Canva