MUFEI HE
Product Designer

Cambridge, MA, USA
mufei1211@gmail.com
Portfolio / LinkedIn

WORK EXPERIENCE

Founding Product Designer @Pam   Apr 2025- Present

- Redesigned **a multi-tenant analytics dashboard** serving **685** car-dealership rooftops, driving a **12%** ARR increase and unlocking **$100K** in new revenue opportunities.
- Designed and built **an outbound campaign tool** (React/Next.js) from 0 to 1 for the marketing managers to launch data-driven campaigns in minutes, generating **$80K+** revenue and **300+** new leads; shipped via GitHub & Vercel.
- Re-architected **onboarding and organizational settings**, boosting task-completion from 74% → 93% (**+26%**) and **doubling** user-reported satisfaction scores.
- Led end-to-end redesign of the **commercial website**, implementing responsive desktop and mobile experiences that generated **+5.9K** pageviews and improved customer engagement.

Product Design Lead @Varsity Tutors   Jan - Aug, 2024

- Planned and built an end-to-end **LLM-powered performance dashboard** for online tutoring platform to process **800 sessions/day**; reduced supervisor triage by **3 h/week**.
- Produced 15 interactive data visualization prototypes surfacing **1000+ performance issues**; roadmap prioritized via lean research with 12 stakeholder interviews.

Product Designer (Contract) @PLUS   May - Dec, 2024

- Designed an **AI chatbot** with 86 conversational touchpoints, integrating 5+ internal tools to remove 20+ manual steps, **saving $33 K in annual labor cost** and raising conversion by 12 %.
- Led iterative usability testing; new flows increased tutor-supervisor engagement to 89 % and cut average resolution time by 40 %.

UX Design Intern @Alibaba Cloud   May - Sep, 2023

- Reimagined **SaaS Simple Log Service UI** for non-developer personas, reducing task completion time by 18 %, boosting daily active users by 24 %, and expanding addressable market.
- Authored **WCAG-compliant component library** adopted by 30 % of the SaaS product, accelerating handoff for 15+ product teams.

EDUCATION

Carnegie Mellon University
Sep 2023 - Dec 2024
METALS in Human-Computer Interaction Institute [**GPA: 4.04**]

Tsinghua University
Aug 2018 - Jun 2023
BE in Architecture & BS in Psychology [**GPA: 3.83**, Rank: 2/77]

SKILLS

User Research • Journey Mapping • Rapid Prototyping • Interaction Design • Accessibility • Data Visualization • A/B Testing • Design Systems • Front-End Vibe Coding

TOOLS

Figma • Adobe XD • Adobe CC (PS, AI, PR, ID)• Webflow • Framer • ChatGPT • HTML/CSS • JavaScript/TypeScript • Cursor • Python • GitHub • Vercel

AWARDS

International Design Excellence Awards (IDEA) 2025 - Featured Finalist

C2A Creative Communication Award - Winner in UI & UX Design, and Social Responsibility

NY Product Design Awards 2025 - Silver in UX-Product

Indigo Design Award 2025 - Silver & Bronze in UX Interaction

Hack for Humanity 2025 - 1st Place out of 117 teams