

# Yujia Feng

## Product Design & Marketing



### WORKING EXPERIENCE

#### Silver Brain AI AG

AI Product Designer & B2B Marketing | Jul 2023 - Present

Skills: User-centered Design | Prototyping | B2B Marketing

- Spearheaded product design strategies for AI-powered enterprise management solutions.
- Offered strategic insights and future product design and B2B marketing plans.
- Assumed a pivotal role in driving marketing initiatives to enhance market visibility and audience engagement.

#### UrbanLine: City Culture Event Organisation Service

UX Designer & Marketing Specialist | May 2023 - Jul 2023

Skills: Storyboard | User Interview | Prototyping | Marketing Strategie

- Developed a user-centric digital calendar for urban culture and art events.
- Designed it to allow users to engage in art activities at their convenience.
- Implemented effective marketing strategies to highlight selling point.
- Achieved significant user growth and increased event participation.

#### Revision of Designer Brand Trade Platform

UX Designer and Researcher | Feb 2023 - May 2023

Skills: User Research | Competitive Analysis | Wireframing | Prototyping

- Analyzed competitors to identify trends and opportunities.
- Explored app history and user feedback to understand user needs.
- Improved app aesthetics and functionality for a better user experience.

#### User Research: Household Energy Storage Products

Freelance Product Researcher & Marketing | Nov 2022 - Dec 2022

Skills: Literatur Research | Guideline Interview | Opportunity Report

- Researched European energy storage market trends.
- Conducted interviews with users and experts for insights.
- Aided cross-cultural communication through translation.
- Compiled actionable opportunity report for market and product strategies.

#### Future Study: Interactive Mood Workspace

Researcher & Design Manager | Oct 2021 - May 2022

Skills: Literature Research | Delphi method | Scenario Analysis

- Did literature research on the philosophical background of the new work, and explored the necessity and feasibility of emotion recognition.
- A new mode of work scenario is envisioned, and its trend in the next 3-10 years is studied using scenario analysis.

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Germany 10627

### EDUCATION

#### Mediadesign Hochschule

M.A. Design Management  
Oct 2020 - May 2022 Berlin

#### Jiangsu University

B. Eng. Industrial Design  
Sep 2014 – Jun 2018 China

### SKILLS

#### Design

User-centered Design(UCD),  
UX Design, User research,  
Design Thinking, Customer  
Journey mapping, Wire-  
framing, Product Design

#### Method

Marketing Strategy, Marketing  
Plan, Marketing Programs,  
Creative Thinking, Ethical  
Awareness, Leadership and  
Management, Customer-  
Centric Mindset, Verbal and  
Written Communication

### LANGUAGES

**English** Professional

**German** C1 TDN4

**Chinese** (Native Speaker)