

Song-Yi Feng

👋 Hi, I'm Song,
a guy who loves
architecture 🏠,
burgers 🍔,
design 🎨,
pizza 🍕,
cats 🐱,
and bike 🚲.

Personal Statement

With over 10 years of experience in customer experience (CX) within the design field, my expertise ranges from architecture to software development. I have built a strong reputation for delivering quality work, whether I am self-employed, working for others, or currently functioning as a freelance product designer.

I prefer creating design systems directly in CSS, as Figma does not always provide accurate configurations in dev mode. Building a design system in CSS saves valuable time in a long run, and bridges the gap between the dev and design teams to improve overall quality.

Portfolio Website

songsworks.com

Contact

song@asobi.tw
021 0636 799
[LinkedIn](#)

Freelance

Product Designer, Frontend Designer Oct 2024 - Now

- Initiated to build techevents.nz to improve the tech event sharing and viewing experience, turning a Google Spreadsheet to an impressive website for the tech community.
- Working with a company on a platform that helps immigrants find useful information regarding education and academic knowledge.
- Developing a few apps related to social and education platform.
- Looking to improve road safety for cyclists.

dacreed

UX Designer (fixed term contract) May 2024 - August 2024

- Successfully translated a conceptual design into an MVP within a 12-week as the sole designer.
- Discovered & Introduced the missing pieces that are critical to integrate all functions.
- Significantly improved the usability by revising and simplifying the information architecture & user flow.
- Improved and elevated the product UI aesthetics, legibility as well as the image of the company significantly.

assemble™

Architectural Technician January 2020 - April 2024

- Autonomously streamlined team workflow regarding modelling, building consent application and onboarding by creating project templates, compliance guideline, & documentation guideline through observation and critical thinking skills.
- Coordinated and integrated complex requirements across various consultants and integrated them into a balanced solution regarding feasibility and quality within tight timeframes throughout career.



Unitec



ASOBI

Assistant Tutor @ Unitec August 2019 - May 2021

- Successfully assisted students to achieve course goals through different ways according to students.
- Started working as a tutor when I was a student myself.

Co-Founder / Interior Designer @ Asobi .ltd January 2012 - June 2017

- Successfully delivered numerous commercial projects met timeline, budget & clients' requirements.
- Starting point where I learned to provide user-centred design solutions through design skills such as research, design articulation and clear communication.

Education

Mission Ready
NZQA L6 UX Design

Unitec
NZ Diploma in
Architectural
Technology

**Taipei National
University of the Arts**
Bachelor of Fine Arts

Certificate

freeCodeCamp
HTML & CSS
Certificate

Currently

- Freelancing
- Website design
- My own projects
- Learning programming

Design Tools

- Information architecture
- User flow
- User journey map
- Usability testing
- Heuristic evaluation
- Testing result analysis
- Usability research
- User interview
- Persona
- Critical thinking
- Prototyping
- Wireframing

Soft Skills

- Cross-functional team collaboration
- Creativity
- Project management
- Self-oriented
- Embrace feedback
- Resilience
- Respectful
- Knowledge-sharing

Software Kits

- Figma
- HTML
- CSS
- React.js
- Next.js
- Bootstrap
- Spline
- Wix
- Adobe XD
- Rive (WIP)