

Fei Wang

Senior Product Designer

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feiwangdesign.uk

London, UK

Senior product designer, **14 years** in complex products - marketplaces, search, editorial platforms and the design systems that hold them together. I work from evidence: usability studies, enterprise customer research, and coded prototypes people can react to instead of a document.

EXPERIENCE

Senior Product Designer

Oct 2024 - present

Alamy · PA Media Group

- Built **Alamy's first design system to span Figma and code**: 26 React components generated with Claude Code from my Figma library, refined component by component, documented in Storybook. Engineering is adopting it into the company monorepo as Alamy UI.
- Designed **Alamy Open**, the company's first subscription: took it over mid-flight, settled a design debate with a comparative usability study, reaching 4.8/5 confidence with 16/16 users decoding the offer unprompted. Handed engineering a **working coded prototype instead of a spec** - the engineer who built it estimated a 30% saving in development time.
- Led **My purchased assets**, a licensed-asset library for enterprise: a task-based usability study plus one-to-one research with seven publishing accounts including Pearson, Cengage, OUP and McGraw-Hill. That research changed what the release contains.
- Set up and run the **PA Media Group-wide design critique**, bringing designers from five companies together to share live work.

Product Designer

Aug 2022 - Oct 2024

Alamy

- Owned the full product creation process - research, problem definition, design and validation - across search, licensing and account experiences on a 100-million-asset marketplace.

Product Designer

Oct 2015 - Jul 2022

Press Association · PA Media

- Designed across PA's product portfolio - editorial Content, Images and Racing - turning commercial goals into digital products in an agile team.
- Led the creation of PA's first design system library**, partnering with engineering on the component library and with QA to raise accessibility standards across the Explore suite.
- Ran usability testing and customer feedback sessions, built personas from the findings and presented them to product teams and business stakeholders.

Visual Designer

Aug 2011 - Sep 2015

Yahoo! UK

Multi-national campaigns for **Paramount Pictures International, P&G and Visit Britain** across Yahoo, Tumblr and Flickr - branded content and bespoke campaign sites, delivered with sales, ad tech, agencies and clients.

SKILLS

DESIGN

Product strategy

Interaction design

Visual design

Design systems

Prototyping

Accessibility, WCAG AA/AAA

RESEARCH

Usability testing

Enterprise research

Comparative studies

Competitor analysis

Workshops

TOOLS

Figma

Claude Code

Storybook

React / HTML / CSS

GitHub

UserTesting

EDUCATION

BA (Hons) Graphic Design

Ravensbourne University

London

2008 - 2011

A-Levels

Esher College · 2006 - 2008

Art & Design and Product

Design, both top 10 in the UK

TRAINING

Interaction Design Foundation

· Nielsen Norman Group · 2019

- 2021