Fang Nan

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Experience

UXUI System Design & Development Lead / Princeton University / 08. 2024 - Current

- Re-designed the current UXO and OIT design systems from zero to one and helped organize design assets, local libraries, variables, and local styles, and created Jazz Design System in Financial Aid Program and Financial Mortgage Program.
- Ensured and maintained design system cohesive and perfectly pixel matched the Princeton University's brand guideline.
- Enhanced user accessibility, created task analysis and usability testing reports for daily monitoring the end-user responses.

Strategic UXUI Design Director / Proverb Agency / 04. 2024 - 07.2024

- Mastered the creation of intuitive, responsive web page layouts, prototypes, and templates using Figma, which improved UX/UI design, leading to a 63% increase in platform engagement and a 98% positive user feedback rate.

Strategic UXUI Design Lead / Double Win Industries / 06. 2023 - 03. 2024

- Developed responsive web and mobile applications using Figma, HTML, CSS, and Material Design, which improved user experience and increased click-through rates by 89% in one month, while also creating YouTube marketing videos that boosted user engagement by 125%.

UXUI Design Manager / Lenovo Group / 06. 2022 - 04. 2023

- Researched AI literacy training to enhance user's understanding of AI models and improve AI products in XiaoHui. AI.
- Produced animation for MVlite's instructional videos, enhanced design system, and improving employee efficiency by 19%
- Led 5 members and proposed 3 strategic UX research design solutions reports for the Lenovo AI Education Cloud Platform.

UXUI Designer / PricewaterhouseCoopers / 04. 2022 - 08. 2022

- Designed UX/UI platform for PwC Talent Exchange, improved onboarding efficiency by 16% and enhanced user experience.
- Collaborated with engineers to optimize UX, managed UI design kits for Talent Exchange Platforms
- Used Figma, Sketch, Maze for both usability testing and A/B testing designed system function sections for SEO.

Senior Game UXUI Designer/ Alibaba Group / 11. 2020 - 03. 2022

- Designed multimedia assets and conducted over 5,000 reports, which boosted exposure by 315%. Additionally, collaborated with engineers and QA to accelerate project delivery by 15%, and enhanced Taobao game levels and characters, resulting in a 45% increase in user engagement.

Junior UXUI Designer / Yum China / 08. 2019 - 09. 2020

- Designed publication covers, presentation templates, flyers, and advertising video promotion for MasterKong, and PepsiCo.

Designer/ RGA / 08. 2018 - 07. 2019

- Conducted user research on L'Oréal Cosmetics Company's mobile online platform, and generated strategic data reports.

Education

Massachusetts Institute of Technology | Augmented Reality & Virtual Reality | Online Professional Program | 2023

Stanford University | Supervised Machine Learning | Online Professional Program | 2022

Parsons School of Design | Strategic Design & Management | Master of Science Degree | New York 2021-2023

School of Visual Arts | Visual and Website Interaction Design | Bachelor of Fine Art Degree | New York 2017-2021

Skills

Software:
Figma, Invision, Sketch, Principle, FlowMapp, Maze, Axure RP, After Effect, Photoshop, Illustrator, Indesign, CorelDraw, WordPress, Wix, Webflow, Squarespace, Canva,Procreate, SAI, ChatGPT, Midjourney, Balsamiq, Stable Diffusion, Sora MAYA, 3D Max, Substance 3D, Unity, Dragonbone, C4D, Jira, HTML, CSS, Javascript, Bootstrap, Framer

Soft Skills:
User Experience Design, User Interface Design, UX Research, A/B Testing Prototyping, Wireframing, Usability Test, User Workflow, Design Strategy, Design System, Interaction & Responsive Design, Information Architecture, User-Centered Design, Agile Methodologies, Project Management, Material Design, Android/iOS/Web Design, Marketing Design, Visual Design System, Mobile Game UX/UI Design, Data-Driven Design

Awards

2024 Global Red Dot Award - July 24th, 2024

2023 London Design Platinum Awards - May 29th, 2024

2024 NYX Design Gold Awards - March 29th, 2024

2023 Muse Creative Gold Awards - November 11st, 2023

2023 Global IF Design Awards - December 13rd, 2023

2024 French Design Gold Awards - March 21st, 2024

2023 International Graphis Awards - December 29th, 2023

Google User Experience Certificate - November 29th, 2022