Fang Nan

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Experience

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

- Redesigned the UXO and OIT material design systems from the ground up, delivering a scalable and reusable design framework that increased design-to-dev handoff efficiency by **78%** across university-wide digital platforms.
- Collaborate cross-functionally with developers, product managers, and university stakeholders to embed the design system into ongoing workflows, accelerating product delivery timelines by **20%**.

UXUI Design Lead / 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%**.

Senior Visual Designer / 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.

Senior 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

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

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

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

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, Wix

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 Indigo Design 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 London Design Awards - December 29th, 2023
Google User Experience Certificate - November 29th, 2022