

Fang Nan (NO SPONSOR REQUIRED)

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Experience

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.

Founder & Chief Executive Designer / [Pixel Pack AI](#) / 08. 2024 - Current

- Spearheaded [Pixel Pack AI](#)'s brand design system, ensuring consistency across web, social, and marketing.
- Designed the official website and comprehensive brand guidelines, driving a 120% increase in brand engagement and establishing a scalable identity for long-term growth and expansion.
- Directed creative strategy and multi-channel campaigns, orchestrating cohesive storytelling across web, social, and digital platforms; this comprehensive approach attracted early investor interest, strengthened brand visibility, and generated a 25% boost in online traffic within the first operational quarter.

Senior Product Designer / [Lenovo Group](#) / 06. 2023 - 04. 2024

- 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](#).

UI Product Designer / [PricewaterhouseCoopers](#) / 04. 2022 - 06. 2023

- 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 Product 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 Product Designer / [Yum China & RGA](#) / 08. 2018 - 09. 2020

- Designed publication covers, presentation templates, flyers, and advertising video promotion for [MasterKong](#), and [PepsiCo](#).
- 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

[School of Visual Arts](#) | Visual and Website Interaction Design | [Bachelor of Fine Art Degree](#) | New York 2017

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, LLM, Vertex AI, Cursor AI, 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

[2025 Noble Business Awards](#) - March 31st, 2025

[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

[2025 London Design Awards](#) - May 22nd, 2025

[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