

Fang Nan (6 years of Experience)

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Experience

Strategic Website Designer / [Proverb Agency](#) / 04. 2024 - Current

- Mastered the creation of intuitive and engaging responsive web page layouts, prototypes, and templates with a focus on user experience and interface design using FIGMA, ensuring adaptability across mobile and desktop platforms for [Proverb Agency](#) clients and related stakeholders, achieving a 95% positive user feedback rate.
- Demonstrated versatility by effectively adapting design strategies to enhance user experience across both mobile and desktop platforms, resulting in a 20% increase in platform engagement.

Strategic UX/UI Design Lead / [Double Win Industries](#) / 06. 2023 - 03.2024

- Conceptualized, designed, and implemented web and mobile applications for [DoubleWin Metal](#), and increased 89% CTR in 1 month.
- Successfully developed responsive web applications using a combination of Figma, visual design system, HTML, CSS, and material design system seamlessly integrated APIs to significantly enhance user experience (UX) by creating strategic marketing promotional videos on YouTube [Double Win Metal](#).

UX/UI Design Manager / [Lenovo Group](#) / 06. 2022 - 04.2023

- Provided the organization with AI literacy training to enhance user's understanding of AI models and improve AI products in [XiaoHui. AI](#).
- Produced animation for Lenovo [MVLite](#)'s toolkit instructional videos, resulting in an 18.5% improvement in employees' efficiency to the overall improvement in the design system and ensured consistency and reliability in the hardware product assembly testing process.
- Led a team of 5 members and proposed design solutions based on front-end design scenarios for the Lenovo [AI Education Cloud Platform](#).

UX/UI Designer / [PricewaterhouseCoopers](#) / 04. 2022 - 08. 2022

- Created the UX/UI system design platform for the US PwC Talent Exchange within the internal hiring systems, resulting in a remarkable 15.7% improvement in overall onboarding efficiency and enhanced the overall user experience from both feasibility and operability.
- Collaborated closely with software engineers to optimize the user experience and meticulously managed the development of UI design kits for the [Talent Exchange](#) Platforms using Figma, sketch, and Maze for user testing, and design function bar for SEO.

Senior Game UX/UI Designer / [Alibaba Group](#) / 11. 2020 - 03. 2022

- Created videos, anniversary posters, and product packaging design for recruitment which conducted over 5000+ quantitative reports and data visualized user research for company's anniversary, and improved 315% exposure rate in the game industry.
- Cooperated with Software Engineer and QA colleagues to launch public tests, wrote and corrected the motion video scripts, improved 15% the project delivery date, and generated a customer behavior study report through Android and iOS System Design.
- Devised strategic solutions to enhance [Taobao](#) seasonal update game levels and game character design, resulting in a 45% increase in user engagement within the first month of launch, and designed new game characters and special effects in the Graphical User Interface for effective social promotions.

Junior UX/UI Designer / [YumChina](#) / 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 New York 2021

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

Skills

Software:

Figma, Sketch, After Effect, Photoshop, Illustrator, Indesign, Midjourney, Balsamiq, Invision Studio, Axure, Canva, Principle, FlowMapp MAYA, 3D Max, Substance 3D, Dragonbone, C4D, Procreate, SAI, Canva, CorelDraw, Wix, Notion, Webflow, WordPress, Microsoft Suites HTML, CSS, Python, Javascript, Unity, SQL, Github, Bootstrap, Google Workspace, Slack, Teams, Asana, Tableau, Miro, Mural, Jira, Maze

Strategy:

Visual Design System, Material Design System, Style Guide, User Interface Design, UX Research and Usability Test, User Workflow Wireframing, Prototyping, Programming and Coding, Agile Product Management, Database Management, Business Analysis Marketing Analytics, Design Research, Game UX/UI & Mobile Game, iOS/Android/Website Design, SEO Data Visualization Component Library, Systematic Design, Business Strategy & Marketing Design, Android, iOS Design

Certifications

[2024 French Design Awards](#) - March 21st, 2024 [2024 NYX Design Awards](#) - March 29th, 2024

[I2023 Global London Design Awards](#) - Nov 23rd, 2023 [2023 Global Muse Creative Awards](#) - Nov 11st, 2023

[2024 German IF Design Awards](#) - Dec 13rd, 2023 [MIT Virtual Reality and Augmented Reality](#) - May 10 th, 2023

[Google User Experience Certificate](#) - Nov 29th, 2022 [Google Project Management](#) - Nov 6th, 2022