

Fang Nan

Strategy, UX/UI, Game, Product Design, New York



Fang Nan LinkedIn Profile



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EDUCATION

MS, Strategic Design and Management, [Parsons School of Design](#) 2021 - 2023

BFA, Design, [School of Visual Arts](#) 2017 - 2021

EXPERIENCE

Strategic UX Designer, [Lenovo Group](#) Jun 2022 - Sep 2022

- Researched and analyzed to conduct multiple strategic design reports for Lenovo Research department for metaverse [XiaoHui](#)
- Made animation for Lenovo [MVLite](#)'s tool kits instructional videos, and enhanced system guide UI design
- Led 5 members and proposed design outputs from front-end design scenarios of Lenovo [AI Education Cloud Platform](#)
- Researched the electric vehicles market for Lenovo Research, and presented strategic design projects for the shareholders
- Participated in Lenovo's Le Eyes Logo design proposal conference and helped to design logos with the senior manager

UX/UI Designer, [PricewaterhouseCoopers](#) Apr 2022 - Aug 2022

- Built and designed the platform for US PwC [Talent Exchange](#) inside hiring platforms
- Cooperated with software engineers to facilitate user experience and organized the UI design kits for TE platform build-up
- Participated in PwC [Delivering Deal Value](#) platforms UI design

Senior UX Game Designer, [Alibaba Group](#) Jul 2021 - Dec 2021

- Led a team of 5 freshman designers as UI/UX game designers to create a MOBA game during the training session program
- Collaborated with the HR department teams to create promotional videos, anniversary posters, and product packaging design for new graduate recruitment, and attracted over 5000+ hot discussion
- Cooperated with Software Engineer and QA colleagues to launch public tests, write and correct the motion video scripts
- Helped with senior project manager under [Taobao Department](#) to come up with strategic solutions for seasonal update game levels, game character design, and improved gaming experience by creating new game characters and special effects in GUI

Junior Product Designer, [Yum China](#) Aug 2019 - Sep 2020

- Designed publication covers, presentation templates, flyers and advertising video promotion for [MasterKong](#), and PepsiCo
- Managed and developed with the visual design solutions relating to the client's new product buildups

UX/UI Design Researcher, [R/GA](#) Aug 2018 - Dec 2019

- User research and customer behavior study on [L'Oréal](#) cosmetics Company mobile online
- Modified student's HCI and visual design portfolio and organized design system studies and collected course materials

SKILLS

Software

- Adobe XD, Photoshop, Illustration, InDesign
- Dimension, AfterEffect, Premiere, Lightroom, iMovie
- Procreate, SAI, Canva, Wix, Notion, Webflow, Keynotes
- Microsoft Excel, Word, PowerPoint, Teams, Slack
- Google Docs, Slides, Drive, Drawing, Forms, Chat
- Sketch, Figma, Invision Studio, Principle, FlowMapp
- MAYA, 3D Max, Substance 3D, Dragonbone, C4D
- Asana, Tableau, Trello, Miro, Mural, Jira, Maze

Strategy

- Agile Product Management, Database Management
- Business Analysis, Marketing Analytics
- Adobe Software Suite, User Interface Design
- UX Research & Usability Test, A/B Testing
- Programing & Coding, Design Research
- Game UX/UI & Mobile Game, Motion Design
- iOS/Android/Website Design, SEO