

# Fang Nan

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## Experience

### Strategic UXUI Design Manager / [Double Win Industries](#) / 06. 2023 - Current

- Conceptualized, designed, and implemented web and mobile applications for [DoubleWin Metal](#), and increased 289% 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](#).

### Strategic UXUI Designer / [Lenovo Group](#) / 06. 2022 - 09.2022

- Provided the organization with AI literacy training to enhance their 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](#).

### UXUI Designer / [PwC](#) / 04. 2022 - 08. 2022

- Created the UXUI 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.
- Collaborated closely with software engineers to optimize the user experience and meticulously managed the development of UI design kits for the [Talent Exchange](#) Platforms by using Figma, sketch, and Maze for user testing.

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

- Created videos, anniversary posters, and product packaging design for new graduate recruitment which attracted over 5000+ hot discussions for Alibaba LingXi Entertainment'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.

## Projects

### Interface AR/VR Designer / [MIT Reality Lab](#) / 01. 2023 - 05.2023

- Designed and developed 3D visual prototypes for MIT Reality Hack Events in accordance with MIT building guidelines by using Figma.
- Provided support for VR headset setup and hardware device checkouts and designed the 3D mapping tour guide for visitors in MIT.

### Creative Cosmetic Designer / [Liwei Beauty](#) / 01. 2019 - 01. 2020

- Designed a cosmetic beauty brand in New York City called Liwei Beauty and helped the SEO rate increase 118%.
- Developed the company's beauty website for the CEO [Terry Zhou](#).

### Junior UXUI Designer / [YumChina](#) / 08. 2019 - 09. 2020

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

### UXUI Design Researcher/ [RGA](#) / 08. 2018 - 07. 2019

- Conducted user research on [L'Oréal](#) Cosmetics Company's mobile online platform, and generated strategic data reports.
- Modified students' HCI and visual design portfolios organized design system studies and collected course materials.

## Education

[Parsons School of Design](#) / Strategic Design & Management / Master of Science 09. 2021 - 05. 2023, New York  
[School of Visual Arts](#) / Visual and Website Interaction Design / Bachelor of Fine Art 09. 2017 - 05. 2021, New York

## Skills

**Software:** Figma, Sketch, Invision Studio, Axure, Principle, FlowMapp, Adobe Suites, MAYA, 3D Max, Substance 3D, Dragonbone, C4D, Procreate, SAI, Canva, Wix, Notion, Webflow, Keynotes, Microsoft Suites, Google Workspace, Slack, Teams, Asana, Tableau, Trello, Miro, Mural, Jira, Maze, HTML, CSS, Python, Javascript, Unity, SQL

**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

[MIT Virtual Reality and Augmented Reality](#) - May 10th, 2023 [Google User Experience Certificate](#) - Nov 29th, 2022  
[Google Project Management](#) - Nov 6th, 2022 [Meta Marketing and Analytics Foundations](#) - Feb 27th, 2022  
[Stanford Supervised Machine Learning: Regression and Classification](#) - Nov 29th, 2022