

Fan Wang

Product Designer | Toronto, ON

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WORK EXPERIENCE

User Experience Designer

Nurun | Pfizer

Dec 2023 - Mar 2024

- Developed information architecture interaction models, sitemaps and wireframes for Pfizer Academy , introduced a new navigation system, boosted the target audience's learning engagement with the site.
- Implemented responsive, mobile-first design by optimizing content and navigation for small screens, drove more learning activities on mobile, and increased overall mobile usage.
- Worked closely with the PMs and front-end development team through five rounds of design iterations. Achieved a successful project handover ahead of the deadline.

Nurun | Ontario Lottery & Gaming

May 2022 - Feb 2023

- Redesigned the Ontario Lottery & Gaming Corporation website to improve user engagement and site efficiency, resulted in a 5% increase in customer retention and a 25% reduction in total pages.
- Updated and aligned the website to achieve WCAG 2.1 A/AA compliance's, ensuring it meets accessibility standards.
- Conducted user research and data analysis, to optimize product design and functionality.
- Led client workshop with stakeholders. Collaborated with cross-functional teams, and facilitated weekly sprints and updates with the development team, and iterated based on feedback.

Product Designer

Wen & Co's Accounting Firm

Oct 2023 - Jan 2024

- Redesigned Wen & Co's website by adding a consultation feature, blogs, product details, and contact pages. Improving text, color choices, and information hierarchy enhancing user engagement and business traffic.
- Collaborated with stakeholders to present design concepts and gather feedback for continuous improvement.

User Experience Designer

Freelance

Dec 2019 - Mar 2020

- Designed the Mobile App for a travel platform to boost user engagement by adding trip invitation/sharing features.
- Collaborated with product management on end-to-end UX design, and presented to C-level executives, receiving positive feedback despite the launch being halted due to COVID-19.

Senior Financial Manager

PC Financial / BMO / ATB Financial

Jan 2014 - Dec 2018

- Led the transition to Google G-Suite, which enhanced technology adoption and resulted in a 26% increase in area revenue.
- Applied expertise in investing and trading to design digital financial solutions, ensuring they address user needs effectively.

EDUCATION

Sheridan College

Postgraduate in Digital Product Design

2021 - 2022 | Toronto, ON

Focus on inclusive design, user research, UX design, visual design, design strategy
Initiated a 0-1 desktop app design

York University

Visiting Student

2020 - 2021 | Toronto, ON

Focus on data visualization

University of Calgary

Bachelor of Arts in Economics

2009 - 2012 | Calgary, AB

SKILLS

Design

User flows, Concept sketching, Experience mapping, Empathy map, Wireframes, Prototyping, UI Mockups

Research

Usability testing, Ethnography, Observation, User Interviews, Surveys, Persona hypothesis, Competitive analysis, Workshop creation & facilitation

Tools

Figma, Sketch, Miro, Jira, WebFlow
Adobe Creative Suite
MS Office Suite