

FAN WANG

Product / UXUI Designer

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4+ years Product designer experienced in creating intuitive, research-driven digital experiences across healthcare, public service, and customer-focused platforms. Skilled in driving engagement, empowering diverse users and delivering measurable impact at scale.

EXPERIENCE

Product Designer | Freelance

Toronto, Dec 2019 – Present

- Discovered an Intuit AI-assisted login recovery solutions to reduce drop-offs and \$17M/year in care costs.
- Validated design direction through rapid concept testing; feedback showed users found the AI support “familiar and intuitive,” especially during error-prone steps.
- Redesigned 32 core screens of a travel app, improving trip-sharing features and boosting engagement by 5% and group adoption rates.

UX Designer | Nurun

Toronto, May 2022 - Oct 2024

- Designed scalable digital experiences across healthcare, public service, and regulated industries, delivering safety-conscious solutions for diverse user groups.
- Led redesign of **Ontario Lottery & Gaming** corporate website, streamlining 3000+ pages by **25%** that improved usability, accessibility (WCAG 2.1 A/AA), and increased customer retention by **5%**.
- Designed **Pfizer learning platform (30+ pages)**, boosting mobile learning activity by **60%**.
- Designed **IXIARO microsite**, increasing healthcare professionals and travelers’ engagement by **40%**.
- Conducted UX audits, stakeholder workshops, and collaborated closely with PMs, developers, and content strategists in agile.

Product Designer | Wen & Co’s Accounting Firm

Toronto, Oct 2023 - Jan 2024

- Redesigned and launched a client-facing website with consultation feature, increasing inquiries by 20%
- Developed a comprehensive style guide, improving text readability and visual hierarchy.

Financial Manager | ATB Financial/ BMO/ PC Financial

Calgary, Feb 2014 – Dec 2018

- Prior 5 years banking experience in tax, investment, and financial advisory services, contributing to a strong foundation in financial workflows and user empathy

EDUCATION

Sheridan College

Sep 2021 – Apr 2022

Postgraduate Digital Product Design

University of Calgary

Sep 2009 – Apr 2012

B.A. in Economics

SKILLS

Product/UXUI Design
Systems Design
UX Research
UX Strategy
Usability Testing
Prototyping

Figma
Adobe CC
Sketch
InVision
Procreate
Webflow

Storytelling
Workshop facilitation
Agile
Scrum / KB
Jira
Notion