

Rui Pang

Product & UX Designer

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EXPERIENCE

01.2024 - Present

Product Designer, BBnana Design Studio

Cincinnati, OH

Led end-to-end design process across 2 client-based projects and 1 award-winning exploratory design

Facilitate team ideation through structured design workshops, guiding concept development from problem framing to visual exploration.

Produce high-fidelity wireframes, interactive prototypes, and final design renderings.

08.2023 - 07.2025

Visiting Faculty (Product Design Track), Hawai'i Pacific University

Remote

Collaborated with Pearson to design online learning experiences and taught courses on product development and digital marketing, integrating UX strategy, human-centered design, and agile methods using Jira Product Discovery.

Led instruction on product roadmapping, e-commerce UX, and brand communication, linking business goals with visual and interaction design.

Researched AI-assisted design and creative strategy through a UX and service design lens.

05.2022 - 08.2023

Design Research Fellow, Live Well Collaborative

Cincinnati, OH

Led 5 end-to-end client engagements across government and CPG sectors, defining problem spaces and

generating service solutions through human-centered research and co-creation workshops.

Collaborated with cross-functional teams on 40+ user interactions, uncovering key friction points and delivering research insights through reports.

Translated research insights into product or service proposals, influencing client strategy roadmap, and enabling user-centric improvements

05.2021 - 07.2021

Design Intern, Crown Equipment

Suzhou, CN

Supported prototype testing for next-generation material handling equipment and lift trucks

Collaborated with local suppliers to coordinate design specifications and production requirements

Contributed to design validation and feedback processes within a cross-functional development team

05.2020 - 07.2020

Product Design Intern, RomanceDawn Games

Wuhan, CN

Conducted marketing research and competitive benchmarking to support product positioning and feature development

Refined game mechanics using flow theory principles to enhance user engagement

Aligned design decisions with overall business objectives to ensure strategic coherence

EDUCATION

2025 - 2027 (Expected)

Executive Master's in Artificial Intelligence

University of Cumberlands

2020 - 2022

M.Des. Master of Design

University of Cincinnati

2016 - 2020

B.A. Product Design

Huazhong University of Science and Technology

AWARD

2024 University and College Design Award (Silver)

2024 University and College Design Association Design Conference: Interchange

2024 User Experience Design Award (nominated)

2023 Design Management Institution: Design Value Award (Winner) (@Live Well Collaborative)

2021 Student Service Design Challenge (Top 27)

SKILLS

Design & Research: UX/UI Design, Interaction Design, Service Design, Design Systems, Accessibility, Prototyping, Usability Testing

Tools: Figma, Framer, Webflow, Adobe Suite, Miro, Notion, Jira, HTML/CSS

Methods: A/B Testing, Wireframing, Data Visualization, Information Architecture

Behavioral Analysis: Collaboration: Agile Development, Systems Thinking, Design Thinking