Wen-Ting Fan

Product designer · wentingfan.com

Building experiences to delight our fellow humans.

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Senior Product Designer

Microsoft · June 2022 - Current

Lead design initiatives for resolving different user needs, increasing premium value adoption and user engagement. Drive design decisions based on user research and usage metrics to ensure stakeholder alignment. Co-lead accessibility design reviews across the team to ensure designs meet accessibility standards. Drive UX alignment for cross-team feature work.

Design lead for various initiatives across the Engage app:
- Events
- Innovation
- Social Campaigns
- Corporate communications
- MTO (multi-tenant organizations)

UX/UI Designer

D3 Security · Apr 2020 - May 2021

Built agile design solutions to meet cyber analyst needs, increasing user retention and overall usage. Facilitated customer calls to gauge user needs and drive product decisions. Created online training courses, technical documentation, presentation collateral to meet client needs.

UX/UI Designer

LM Global · Sep 2018 - Mar 2020

Redesigned and developed e-commerce retail (B2C) websites, reducing bounce rates by almost 50%. Continuously optimized web and mobile experiences with SEO and UX considerations. Researched and presented user data, analytics and design proposals to various stakeholders.

Digital Marketing & Design Coordinator

LM Global · May 2017 - Aug 2018

Managed and designed email marketing campaigns utilizing Mailchimp for over 50,000 subscribers. Managed and provided customer support for various social media channels (Instagram, Facebook, WeChat) with over 10k followers.

Tools

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Sketch
Webflow

Skills

UX/UI Design
Accessibility UX
Prototyping
Wireframing
User testing
User research
HTML/CSS
JavaScript
Branding
Marketing

Education

Simon Fraser University
Sep 2012 - June 2017
BA · Business | Marketing

Interests

Food
Travel
Climbing