

Yuxiang Fan (Johnson)

UX/UI Designer

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Summary

A solution-oriented UX/UI designer with 15+ years of experience in graphic design and photography. Specialized in visualizing and streamlining product experiences. Experienced in user interviewing, synthesizing insights, and advocating needs with a journalism background. New graduates of General Assembly and currently open for full-time, part-time, or contract positions as a UX researcher / UI designer. **US permanent resident, no sponsor needed.**

Education

General Assembly | UX Design Immersive (Fulltime) | Remote, US

May-Aug 2023

- Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and real-case stakeholder presentation.

Guangdong University of Foreign Studies | BA in International Journalism | Guangzhou

Sep 2002 - Jun 2006

Projects

Pistachio UCG Platform | B2B Platform + Application

August 2023

- Collaboratively conducted in-depth business analysis, defined problems and redesigned UCG creator registration and job matching workflows, saving users 20% of time on discovery journey.
- Led mobile app prototype development, partnered with developers to ensure technical feasibility.
- Delivered Mi-Fi & Hi-Fi Figma prototypes, strategic research report and actionable business plans.

Outdoor Voices Mobile App | B2C Application

July 2023

- Concepted and designed a mobile application for the outdoor sports brand Outdoor Voices that encourages people to socialize based on offline location and online community.
- Partnered with team to conduct 20+ user interviews, perform extensive analysis, and provide a scalable solution.
- Led the design studio, created actionable deliverables consisting of prototypes for the mobile app's event creation process and Figma files.

Professional Experience

Freelance Photographer & Graphic Designer | Beijing, Guangzhou & Los Angeles

2002 - Present

- Worked independently for 30+ publishers and companies to provide VI design, Logo design, font design, book design and packaging design, covering 200+ different projects.
- 15+ years of experience in studio photography, landscape photography, and photojournalism, works being published in multiple professional magazines like National Geographic Traveller China.

ChineseinLA.com | Reporter/Editor | Los Angeles

Nov 2019 - Apr 2022

- Established and led a journalist team of 5, supported both text and photographic reports.
- Interviewed multiple local elected officials and citizens in the Greater Los Angeles area during the entire COVID-19 pandemic period.

YooElite Travel | Travel Product Manager | Beijing

Jun 2011 - Nov 2019

- Designed high end tourism products, planned and executed diverse leisure and business itineraries.
- Travelled more than 30+ countries in Europe, Africa and Asia, provided field photos and introduction of high end luxury hotels, landscapes and culture customs.
- Coordinated small and medium-sized MICE tours, focused on details to ensure seamless execution and perfect client experience.

Nanfang Media Group | Reporter/Editor/Designer | Guangzhou

Jun 2006 - Nov 2011

Nanfang Media Group is one of China's most important media organizations, with an international reputation.

- Daily news interview;
- Planning for new publications.

Skills

UX Design | A/B testing, Design patterns, Design systems, Design thinking, Human-centered design, Information Architecture, Interaction design, Journey Mapping, Mobile design, Persona creation, Product Design, Prototyping, Sketching, Task Analysis, User experience design, User flows, User interface design, User journey mapping, User research, Visual design, Wireframing.

UX Research | Affinity diagrams, Card sorting, Competitive & Comparative analysis, Customer journey mapping, Persona development, Prototype testing, Qualitative research, Quantitative research, Scenarios, Storyboarding, Survey design, Usability testing, Usability heuristics, User feedback analysis, User interviews, User research, User testing moderation.

Tools | Figma, Adobe XD, Adobe Creative Suite.

Languages | English, Mandarin, Cantonese.