

# DAORONG FANG

PRODUCT / UX DESIGNER

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## Work Experience

### **WINNIEWARE, LLC (www.replytosome.com)**

*May 2016 - May 2018, Philadelphia, PA  
UX Designer*

Redesigned the user experience and user interface of ReplyToSome, a Microsoft Outlook add-in application. Led internal critique of the application, conducted user testing, brainstormed multiple solutions to usability and design issues, mocked up the interface, created visual design standards, and worked closely with developer to ship the product. The new version of the application was named a top 25 legal technology product of 2016 by TechnoLawyer.

### **NORMAN & NORMAN CONSULTING, LLC (www.nncweb.net)**

*Jan 2017 - May 2017, Philadelphia, PA  
Freelance Web Designer*

Created the brand's visual identity guidelines and designed the website. Developed the flow map, wireframe, and user interface; integrated the design to the server; and shipped the website. The website (www.nncweb.net) successfully attracted nearly 500 unique visitors in the first month.

### **KOHLER**

*January 2016 - May 2016, Sheboygan, WI  
Industrial Design Intern*

Lavatory strategy focusing on concept ideation and development. Created design strategy, sketched 2d ideations and selected the best to build 3d models. Drafted lavatory strategy report providing a broad range of resources in terms of new materials and new structures to the sanitary design team.

### **BRESSLERGROUP**

*September 2015 - January 2016, Philadelphia, PA  
Industrial Design Intern*

Worked intensely on ideation, 2d sketching, 3d modeling and final design rendering for clients in telecommunications, medical, childcare, pet care, construction hardware, and other industries. Managed development of transformable construction cart design for AT&T car charger. Worked closely with company's engineers to integrate design with engineering requirements and solutions.

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## Education

College for Creative Studies, Detroit, USA  
Master of Fine Arts, Integrated Design, May 2015

Tsinghua University, Beijing, China  
Master of Arts, Industrial Design, May 2013

Sun Yat-Sen University, Guangzhou, China  
Bachelor of Arts, Art and Design, May 2009

## Languages & Skills

**Mandarin (native speaker) / English (fluent)**

**Specialties:**

Design Thinking, Ideation, Concept Development, Wireframing, Usability Testing, User Research, Data Visualization.

**Software:** Sketch, Invision, Illustrator, Photoshop, InDesign, Solid Works, Rhino, KeyShot, Sketchbook.

**Computer Programming Languages:**

HTML, CSS, Java Script.