

# Daorong Fang

User Experience Designer

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## Career Summary

Hi! I am a passionate User Experience (UX) designer with experience in web, mobile, and SaaS B2B desktop applications. With a solid foundation in industrial design, I have strengths in applying user-centered principles, solving complex problems, and building products with long-lasting commercial value.

## Work Experience

### **WINNIEWARE.** *UX Designer*

May 2016 - Nov 2018. Philadelphia, PA

- Led two rounds of redesign of the user experience and user interface for the company's ReplyToSome application, working closely with the developer to ship the product.
- Made major usability improvements by applying user-centered design principles and translated the founding team's original concept into an award-winning software product.

### **NORMAN & NORMAN CONSULTING.** *UX/UI Designer*

Jan 2017 - May 2017. Philadelphia, PA

- Led client through branding discovery process and articulated a comprehensive brand strategy.
- Created the brand's visual identity and design system.
- Designed and launched the website independently.

### **KOHLER.** *Industrial Design Intern*

January 2016 - May 2016. Sheboygan, WI

- Actively participated in the company's commercial bathroom transformation workshop with managers from research, marketing, and sales branches. Researched and wrote commercial design trend report.
- Contributed to development of a new strategy for company's lavatory division. Identified options for new materials and product features and developed new product prototypes.

### **BRESSLERGROUP.** *Industrial Design Intern*

September 2015 - January 2016. Philadelphia, PA

- Gained experience working in a fast-paced consulting environment. Handled multiple projects at the same time.
- Collaborated with design team, engineers, and clients to create innovative consumer and medical device products.
- Led the design process for client Ventev's USB Type-C electronic charger product portfolio, from initial ideation to shipment of the 3D digital prototype to the manufacturer.

## Education

### **College for Creative Studies**

2013-2015, Detroit, USA  
M.F.A. Integrated Design

### **Tsinghua University**

2009-2013, Beijing, China  
M.A. Industrial Design

### **Sun Yat-Sen University**

2005-2009, Guangzhou, China  
B.A. Art and Design

## Recent Recognitions

- The application designed for Winnieware was named one of the top 20 legal technology products of 2016 by TechnoLawyer.
- Scientific Illustration published in the Journal of Proceedings of the National Academy of Sciences (PNAS).

## Skills

### **Industry Knowledge**

SaaS B2B product design, web design and development, mobile product design, wireframing, user-centered design, user research, front-end prototyping, usability testing, low/ high-fi interface prototyping, data visualization, design strategy.

### **Software Tools**

Sketch, Zeplin, InVision, Principle, Axure RP, Illustrator, Photoshop, InDesign, AfterEffects, Sketchbook, SOLIDWORKS, Rhino, KeyShot.

### **Programming Knowledge**

HTML, CSS, JavaScript.