

Daorong Fang

Product Designer

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Career Summary

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

Work Experience

WINNIEWARE. *UX/UI 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.