

# Daorong Fang

UX/UI DESIGNER

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## CAREER SUMMARY

Hi! I am a passionate UX/UI designer with experience in e-commerce web products 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

### function of beauty - UX Designer

Jun 2019 - Present. (1yr 5 mos) New York, NY

- Improved existing features of the website, instituting a user-centered design approach and e-commerce best practice. Optimization of the manage subscription experience led to subscription orders increased by 17% MoM.
- Scaled the website for new products launches and brand extension. Delivered the design of each user touch point.
- Established the brand UI library, creating a foundation for improvement in visual consistency.
- Collaborated closely with engineers to deliver high-quality implementation. Directed front end Q/A.
- Contributed to overall strategy about product direction, advocated for prioritizing user experience under business constraints.

### Winnieware - UX/UI Designer

May 2016 - May 2019. (3yr) Philadelphia, PA

- Led 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 solving problems found during usability testing and crafted the founding team's original concept into an award-winning software product.

### Kohler - Industrial Design Intern

January 2016 - May 2016. (5mos) Sheboygan, WI

### BresslerGroup - Industrial Design Intern

September 2015 - January 2016. (5mos) Philadelphia, PA

## 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 RECOGNITION

- The application designed for Winnieware was named one of the top 20 legal technology products of 2016 by TechnoLawyer.
- The Journal of Proceedings of the National Academy of Sciences (PNAS) published my original scientific illustration of insect wings evolution.

## SKILLS

**UX/UI Design:** consumer behavior study, design system building, wireframing, UI design, design thinking, user research, usability testing, data visualization.

**Industrial Design:** design strategy, 2D visual communication, 3D CAD prototyping, human factors/ergonomics study, universal design best practice.

**Software:** Figma, Sketch, Zeplin, InVision, Illustrator, Photoshop, InDesign, AfterEffects, Autodesk SketchBook, Solidworks, Rhino, KeyShot, AutoCAD.