

# Eason(Yuchen) Pan

Digital Product Designer

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## Experience

### Digital Product Designer

Ginkgo Health | Health related digital solution start-up in Vancouver, BC  
April 2019 - Present

Collecting problems, ideas and stories from potential users, marketing specialists, and the CEO; Reframing them to actionable design strategy and plans with the format of design documentation. Learning and research on new platforms, providing supports for deciders to make decisions.

### Product Designer (Freelance)

Vancouver, BC  
August 2017 - Present

Providing design solutions to Destination Honda Burnaby, Ewash, and a non-profit organization.

Deliverables included Product Strategy, App Design, Slides Template, Interface Design, Information Architecture, User Flow Diagram, Clickable Prototypes, Branding Strategy, and Video.

### Digital Product Consultant

Yuanyang Printing | An innovative printing service startup in China  
April 2015 - May 2016

Created a tool to bridge the gap between packaging designers and print engineers.

### Interaction & Visual Designer

Yasha Decoration | Second largest architecture/interiors firm in China  
April 2014 - February 2015

- Led the website redesign project, including defining the information architecture and overseeing an agency for implementation
- Established YASHA & MHome's social media platform from scratch on WeChat

### Visual Designer

Sina | A leading online media company in China  
July 2013 - April 2014

- Designed one of the primary visual parts 'Travel with Weibo 2013' project resulting in close to 3M views
- Led visual design group for the annual conference of Sina (Zhejiang) in 2014
- Worked closely with the product team from ideation to delivery for more than 4 kinds of web products

## Skills

### Product & UX

User-centred design methodology  
Design Documentation  
Personas  
Journey maps  
Information architecture  
Wireframes  
User interfaces  
Prototypes  
Usability tests

### Design & Prototyping Tools

Sketch, Flinto, Framer, Figma  
InVision, Adobe CC,  
Affinity Suite  
HTML/CSS (In progress)

### Team Collaboration Tools

Jira, Trello, Zeplin, Plant, Slack

## Education

### Master of Digital Media

2017 - 2019

Simon Fraser University - Centre  
for Digital Media  
Vancouver, BC

The Master of Digital Media is a joint program between UBC, SFU, Emily Carr and BCIT

### Bachelor of Engineering (Packaging Design)

2010 - 2014

Hangzhou Dianzi University,  
Hangzhou, China

One of my final assignments was selected to apply and got a national utility model patent:  
Issued Nov 21, 2012, No. CN202542162 U