

# VICKY FAN

I am a UX designer with a passion for creating designs that use new technology to create positive social impact. Curious by nature, I love investigating problems and solving them creatively. I grind into the details that other people might miss. Collaboration and teamwork are my jam.

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## EDUCATION

### Parsons School of Design

New York, NY / May 2020  
BFA in Communication Design  
With School Honors  
With Departmental Honors  
GPA: 3.93/4.0

## SKILLS

### Software

Sketch	<b>Programming</b>
Invision	HTML & CSS
Principle	Javascript
Figma	Basic Python
Photoshop	
Illustrator	<b>Hand</b>
InDesign	Hand-lettering
After Effect	Illustration
Powerpoint	Painting
Keynote	

## LANGUAGES

English  
Mandarin  
Cantonese

## INTERESTS

Coffee cupping  
Film photography

## EXPERIENCE

### Freelance Visual Designer and Developer

Aug 2018 – Present

Clients: ThinkCol, Teamo, Ocka Treats, Lion Rock Café, Chun Kee Noodle Factory

- Create interactive prototypes for SaaS products for internal A.I. software by using the established design systems in clients' companies
- Design and build websites for clients from conceptualization to coding
- Increase brand awareness of clients' brands by designing brand elements (logos, graphics, illustrations, typefaces) and advertising materials to establish visual guidelines, brand voices and identities
- Lead discussions on ideation and product direction with clients and stakeholders to define design goals and iterations
- Manage project timelines to ensure the quality of product shipments

### UX Visual Designer

Aug – Dec 2019

Cornell Tech, New York

- Solved a broad business problem from the Estée Lauder Company by creating a B2C mobile app with features, such as A.I. skin analysis, daily routine logs and product recommendations, to increase traffic to the company's eCommerce platform
- Collaborated with teammates to concept new products and conduct user research, experiment and testing to inform design decisions
- Worked closely with developers to monitor the development of interfaces to balance technical feasibility with optimal user experience
- Presented the app to the Estée Lauder Company, which resulted in the incorporation of app features on its eCommerce platform

### UX/UI Design Intern

Jun – Aug 2019

ThinkCol, Hong Kong

- Designed a B2B web app for clients to customize A.I. learning models to gain insights from social media platforms, which simplified user flows and resulted in an increase of the clients' engagement rate
- Collaborated with other designers to conduct user interviews, usability testings, card sorting exercises and A/B testing in sprints to improve product usability
- Built interactive prototypes with data from usability tests and presented to the business team, which resulted in actual implementation on the app
- Partnered with product managers, developers and data scientists to determine sprint goals and roadmap prioritization

### Visual Design Intern

Jun – Aug 2018

Purpose, New York

- Developed a logo and visual guideline for Education Cannot Wait, which has strengthened its brand visual language successfully
- Created visual designs such as infographics and web designs for projects, such as Crush the Midterm, Bill & Melinda Gates Foundation and Education Cannot Wait within tight deadlines
- Communicated with the strategy and business teams to make sure the design aligned with their goals