

Wang Phan UX Product Designer

email: toywan@me.com cell: 415-494-1018 portfolio: wangphan.com

Objective:

To work with a high-level team to produce innovative and memorable user experiences.

Skills:

- Able to generate big picture vision and break down the process to efficiently execute.
- Design with the users' needs in mind while addressing business goals.
- Understand the complexity of ecosystems and can surface valuable integration points.
- Experience with the end-to-end product development lifecycle on successful projects.
- Up to date on design trends and industry best practices.
- Experience in user-centered design for large social networks and web applications.
- Implement responsive UI design that's compatible with various platforms.
- Apply A/B testing to determine the effectiveness of proposed changes.
- Able to clearly present the goals of a project and work well with team members.

Technology & Software Knowledge:

Figma, Adobe Suite (Photoshop, Illustrator), HTML, CSS, Sketch

Experience with JavaScript libraries. Understand the use and limitations of JavaScript.

Education:

Academy of Art University, San Francisco, California

BFA Program, Computer Arts, New Media

Fall 2001— Summer 2005

Microsoft Certified Systems Engineer (Computer Networking) - Summer 2001

Work History:

Freelance Antioch, California

Product Designer, June 2023 — Present

Worked on the visual design and user experience for various projects, from an event discovery mobile app to an eCommerce platform for artists. Created user personas and designed the end-to-end flows and UI in Figma. Worked closely with engineers to ensure the quality of implementation.

Meta/Facebook Menlo Park, California & Singapore

Product Designer, March 2018 — May 2023

Designed security tools for managing campus visitors and event attendees. Used Figma to design mockups and present prototypes. Created a customer management tool for handling support calls. Designed the user flow and experience of Meta Quest's ecommerce and customer support website (meta.com).

Google (on 3 separate assignments), Mountain View & Los Angeles, California

UX Designer, August 2012 — April 2017

Worked on the Ads Team creating tools to improve the relevance of ads that appear on Google Search. On the PeopleDev Team, I designed an internal CMS from the ground up. Took part in the early stage planning and design of the integrated career development system (GROW). Worked on a talent review application that identifies high performing employees. I've created visual designs, flowcharts, Figma mockups, and motion graphics for various Google projects.

University of Cambridge, Cambridge, UK

Lead Designer, October 2009 — July 2012

In charge of the UX Design team for the English360 learning platform. Created and managed style guides and custom themes. Improved the site's overall navigation and user flow. Extended the platform by allowing users to create and purchase course products. Trained Jr. designers on best practices and made sure the quality of work met our standards.

Hot or Not (Eight Days, Inc.), San Francisco, California

UI/UX Designer, March 2008 — September 2009

Went through a complete site redesign for the eight-year-old Hot or Not social site. Designed an ad footprint which greatly improved the company's ad revenue. Worked with the product manager to deliver new features by surfacing existing functionality.