

Wang Phan UX Product Designer

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Objective:

To work with an amazing team to produce innovative and memorable user experiences.

Skills:

- Can generate big picture vision and break down the design process into actionable steps.
- Understand the complexity of ecosystems and can surface valuable integration points.
- Conceptualize through the use of sketches, storyboards, and other creative methods.
- Able to quickly transition from product specs & wireframe to design & front-end coding.
- Experience with the end-to-end product development lifecycle on successful projects.
- Implement responsive UI design that's compatible with various platforms.
- Apply A/B testing to determine the effectiveness of proposed changes.
- Experience in user-centered design for large social networks and web applications.

Technology & Software Knowledge:

Sketch, Proton, PixelCloud, Photoshop, Illustrator, HTML, CSS, Google Flow, Figma

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:

Facebook, Menlo Park, California

Product Designer, March 2018 — Present

Created agent customer support tools for Oculus and Portal products. Designed security tools for managing campus visitors and event attendees. Worked on an ecosystem of 10 security projects that helps keep the company safe. Oversee the design consistency of multiple products and make sure they adhere to company brand and guidelines.

Google, 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 flowcharts, wireframes, and Photoshop mocks 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 sites 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.

Faucet Studio, San Francisco, California

UI/UX Designer & Product Designer, January 2005 — February 2008

Faucet Studio was my first web startup and my introduction to the real world of design. My business partner and I worked on two web applications, PeachKit Classroom Management Tool and the PeachKit Social Networking Site. I was involved in the whole process (except for back-end programming) from initial concept to deployment.