

Emily Fan

UX/UI DESIGNER

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Profile

I am a graphic designer turned UX-er because pixels are a lot more interesting when people interact with them. I'm a problem solver obsessed with data-driven design that is beautiful *and* functional. My specialty is visual design, but I have an active interest in user research and design strategy as well.

Work History

UX Designer, *DemocracyLab* – January 2021 - present

- Reviews relevant research and conducts research interviews and exercises with users
- Creates designs and prototypes
- Collaborating with multidisciplinary teams to increase funding partner involvement
- **Co-leading research effort to re-evaluate platform's foundational value proposition**

Owner + Designer, *Emily Fan Designs* – May 2019 - present

- Executes brand styling and art direction for clients through a variety of media
- Designs and implements web solutions while remaining on schedule and within budget
- Helps build investor decks for funding bids upwards of \$1M

UX Intern, *Project Jupyter* – January 2020 - September 2020

- Design lead for team of Master's students designing new file browser UI for JupyterLab
- Synthesized exploratory research and preliminary user tests to inform concepts
- **Led 2 other designers in developing and wireframing concepts, and building prototypes**
- **Collaborated with development and product teams to deliver viable file interface solution that would enhance the way JLab users interact with their files**

Freelance Graphic Designer, *Ad Hoc Industries* – May 2019 - October 2020

- Developed compelling brand stories and visual marketing assets for clients
- **Designer on BostonBRT campaign that saw 45% improvement in time savings for riders**
- Produced brand imagery and digital assets

Graphic Designer, *Maxxis International* – March 2016 - May 2019

- Creative lead on product launches and marketing campaigns for global markets
- **Principal designer responsible for animating and rendering 3D product models**
- **Established company-wide workflow to integrate 3D product renderings into design assets**
- Designed print graphics, catalogs, digital marketing assets, and conference booth visuals
- Maintained and upheld brand guidelines

Education

University of California, Irvine – Master's of Human-Computer Interaction and Design, 2020
Auburn University – Bachelor's of Industrial Design, 2015

Certifications

Digital Product Management: Modern Fundamentals, Coursera – November 2020