

# Paris Fan

Senior User Experience & Product Designer

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## EXPERIENCE

### Flipboard Staff Product Designer March 2023 - Present

- Lead design for major product areas including core experience, discovery, personalization, curation, and community through iOS, Android, and Web. Improve and enhance product experiences that help publishers, curators, and readers celebrate what matters to them and their communities.

### NewsBreak Sr. UX & Product Designer June 2020 - February 2023

- Led Contributor / Creator network's ecosystem design from 0 to 1 which includes web, iOS, and Android. Successfully iterated a design that achieved 41% increase on usability satisfaction measured through SuperQ.
- Owned design for content domain including news articles, UGC posts, and short videos. Optimized content readability and accessibility; successfully eliminated issues from being the primary complaint (20%).
- Launched the redesign of the algorithm-generated newsletter; significantly improved the company's DAU from hundreds to 2M users, and increased the product's open rate by 7%.
- Stepped up and overturned the team's culture from engineering driven to user-centric. Influenced the team's decision making with design thinking processes, brainstorming techniques, and UX workshops.

### Realtor.com Sr. UX designer January 2020 - June 2020

- Tackled design redundancies and inconsistencies by building and managing the design system, negotiating with stakeholders, and consolidating multiple design variations into a single company-wide component.
- Established design best practices for 20+ designers in order to improve efficiency and product quality, including design guidelines, component usage guidelines, etc.

### Rokid User Experience & Product Designer October 2016 - December 2019

- Created voice user interface (VUI) and guidelines for smart speakers from which the insights were exacted and the content was leveraged to create a companion mobile application.
- Created delightful moments throughout the user journey of an AI-powered app—generated art from photos through image recognition algorithms. Proposed and designed animated GIFs that increased task completion rate by 30%.

### General Motors User Experience Designer April 2015 - July 2016

- Led the vehicle infotainment domain and worked with various stakeholders to define and execute features and specs for low- and high-end vehicle dashboards and rear seat entertainment systems.

### Symantec Jr. User Experience Designer November 2014 - April 2015

- Designed for certificate shopping experience and excelled at developing workflows from ideas to quick prototypes including user stories, task flows, wireframes, and low- & high-fidelity mockups.

## METHODS

Wireframing Prototyping

Usability Testing Interviews

Surveys Contextual Inquiries

Heuristic Evaluations Workshops

Persona Design Sprints

Mix Methods Research

Scenarios

## TOOLS

Adobe Photoshop Figma

Adobe Illustrator Cinema 4D

Adobe After Effects

Adobe InDesign

## AWARDS & MENTIONS

2022 IF Design Award Winner  
Discipline Communication

2019 & 2018 AWE guest speakers  
San Francisco Bay Area

Smart Speaker Touch Interaction  
Patent (No 2017110936401.1)  
2019

## EDUCATION

University of Michigan School of  
Information – Ann Arbor, MI

Master of Science in Information,  
Specializing in Human Computer  
Interaction & Social Computing  
April 2014

University of British Columbia  
– Kelowna, BC

Faculty of Management, Major in  
Marketing & Minor in Psychology  
December 2010