JINHONG FAN

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CAREER SUMMARY

Talented NNG certified UX/UI designer with 4+ years professional design experience specialized in Human Computer Interaction Design in Web/Mobile App
I am proficient in delivering impactful user experience design solutions for multiple businesses modes and complex data management project.

AREAS OF EXPERTISE

- Conduct a professional UX design life circle from developing an understanding of users via research to exploring and materializing by interaction design and usability test.
- Be adept in applying Norman's User Model to understand users and explore design with Tog's Design Model.
- Discover and analyze problems of products/design and user needs via different usability testing and return it to investment (ROI).
- Translate design concepts into user-centered interaction design including IA, workflow,user journey, low-fi sketching, hi-fi prototyping with HCI principles such as Fitt's Law, Accessibility, Learnability and so on to enhance user experience.

PROFESSIONAL EXPERIENCE AND INTERNSHIPS

PYTHIAN, Ottawa   02/2017 - Present
UX/UI Designer
Review feature and product requirements, collaborate with UX and dev teams as a consultant, researcher, designer to create workflows, user journey, IA, wireframes/mockups, usability testing plans and other product-UX solutions.

Redesigning the PSM platform which is a remote workforce that easily onboard and connect remote, internal and third party teams around the world and empower them to deliver the work that drives transformation forward.

SIGNORITY, Ottawa   06/2016 - 10/2016
UI/UX Designer
Implemented user research, design and usability testing with User Research Methods for web application; conducting R&D to ensure comprehensive understanding of project scope and goal.
- Created logical information architecture for web application redesign.
- Implemented user research with contextual interview, comments review, report analysis, scenarios and personas.
- Created user-friendly workflow and wireframe, interactive prototype for the product, and provide color collocation solution.
- Implemented user testing for new design, and analyze data and customer feedback through intercom, optimizely and hotjar for new release.

  Key Accomplishments:
  - New design released in Two days, new sign up increased from 28% to 50%
  - Successfully enhanced user interface usability and accessibility, achieved simplification of task steps.
  - Improved clients and investors satisfaction nearly 85% for UX/UI design, achieving project goal expectations.

NEPEAN SWIM SYNCHRO CLUB   02/2016 - 05/2016
Lead Designer and Front-end Developer, 'Music Manage System'
(The champion project in Algonquin College Applied Research Day)
Implemented user research and design for web application and Android tablet application; front-end developed of project requirements containing complex data, and conducting co-developers to ensure comprehensive understanding of project scope and goal.

- Utilized User Research Methods— Interview, Surveys, Personas and Scenarios to build the Information Architecture and to create the user friendly UI Wireframe and Interactive Prototype for Web & Tablet APP.
- Performed analysis of UI Type of Tablet Application and Website, resulting in excellent color collocation and visual design solution.

   Key Accomplishments:
   - Won the champion in Applied Research & Innovation Day, which is '1st place winning project'
   - Successfully achieved simplification of task steps and solved client issues.

QINGDAO XIJULI INFORMATION TECHNOLOGY CO., LTD.   09/2015 - 02/2016
UX/UI Designer

- 'U+' was IPad Application, a B2B Application consisting of complex and massive data in multiple categories.
- Implemented Information Research upon Wedding Business Mode via research methods (Personas, Scenarios and Use Cases)
- Successfully created user- friendly Wireframe and Prototype
- Utilized IOS standard to perform enhancements to user interface design and provide color collocation solution for target users

   Key Accomplishments:
   - Client satisfied with UX design; user-friendly prototype promoting measurable improvement in ease of use.
   - Proficient use of Usability Testing resulted in task completion with up to 95% with no critical errors.

Freelance Web Designer/Developer (FRANCE EURLPLUS, INC./ OTTAWA YIMIN RESTAURANT)   06/2015 - 12/2015
UI Designer   CT TECHNOLOGIES CORPORATION   11/2013 - 03/2014
Graphic Designer   XI TIE JIE ADVERTISING AGENCY   07/2013 - 10/2013
UI Designer, Web Designer   Guangdong University of Technology   01/2013 - 03/2013
Graphic Designer (Internship) ASEA International Culture Communication Corporation 06/2012 - 08/2012

EDUCATION, AWARDS AND DISTINCTIONS

Nielsen Norman Group UX Certificate - *Certificated 2017*
Coursework Completed:

Emerging Patterns for Web Design	The Human Mind and Usability
Interaction Design: 3-Day Course	User Interface Principles Every Designer Must Know
Measuring User Experience	UX Basic Training

Mobile Application Design and Development - *Graduated 2016 with GPA 3.94*
ALGONQUIN COLLEGE OF APPLIED ARTS AND TECHNOLOGY, Ottawa, Canada

'Dean's Honors List' – Achieved Three Times
'1st place winning project' in Applied Research & Innovation Day.

Bachelor's Degree in Digital Media Art Design, *Graduated 2013 with GPA 3.68*
GUANGDONG UNIVERSITY OF TECHNOLOGY, Guangzhou, China

Volunteer   CANUX - UX Conference, *November 2015*