Daorong Fang

With over 5 years experience in UX and advanced degrees in industrial design and design strategy, I've deployed my expertise to drive business in a variety of domains, including science, beauty, and law.

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WORK EXPERIENCE

Thermo Fisher Scientific (Fortune 100)

UX/UI designer, Jan 2021 - Present. (1yr 2 mos) New York, NY

- Deliver critical design solutions for clinics and laboratories on behalf of the world's leading innovator of scientific instruments and software.
- Manage design of multi-million dollar lines of complex B2B products, each including as many as 100+ workflows.
- Create digital experiences across multiple platforms including embedded UI, IOS/Android mobile apps, and desktop cloud apps.
- Host design workshops, scope deliverables, propose design strategies and timelines, gather requirements and create user stories.
- Drive design sprints and design reviews. Present hi-fidelity wireframes to cross-functional stakeholders, achieve approval for handoff.
- Collaborate with a diverse, global team of scientists, industrial designers, researchers, product managers, and engineers to progress product development.
- Work with UX researchers to define the scope of usability testing. Propose testing goals and prepare clickable wireframes.

Function of Beauty (Unicorn in E-commerce beauty)

UX/UI designer, Jun 2019 - Jan 2021. (1yr 8 mos) New York, NY

- As the 1st hired UX/UI designer, redesigned almost every flow of the functionofbeauty.com. Including checkout, subscription, accounts, navigation, product pages, review and gifting experience.
- Scaled the site to achieve 100M yearly revenue.
- Launched a new subscription flow which led refill orders to increase by 27.49% MoM (revenue increased $640K MoM).
- Established the first design system, defining responsive layout, input field, and typography rules, standardizing all visual components.
- Scaled the website to support two new categories of product launch. Design a unique online sales funnel for each new category.

Winnieware (Legal tech startup)

UX/UI designer, May 2016 - May 2019. (3yrs) Philadelphia, PA

- Led redesign of user experience and user interface for the company's ReplyToSome application, working closely with the developer to ship the product.
- Made major usability improvements by solving problems found during usability testing. Crafted the founding team's original concept into an award-winning software product.

EDUCATION

College for Creative Studies

2013-2015, Detroit, USA
M.F.A. Integrated Design

Tsinghua University

2009-2012, Beijing, China
M.A. Industrial Design

Sun Yat-Sen University

2005-2009, Guangzhou, China
B.A. Industrial Design

RECOGNITION

2018: Springboard Online Learning picked my portfolio to be one of the best UX portfolios.
2016: The application designed for Winnieware was named one of the top 20 legal technology products of 2016 by TechnoLawyer.
2015: The Journal of Proceedings of the National Academy of Sciences (PNAS) published my original scientific illustration of insect wings evolution.

SKILLS

UX/UI Design: responsive web design, information architecture design, wireframing, design system building, visual design, design thinking, user research, usability testing, data visualization.

Software: Figma, Sketch, Zeplin, InVision, Illustrator, Photoshop, InDesign, AfterEffects, Autodesk SketchBook, Solidworks, Rhino, KeyShot, AutoCAD.

Programming: HTML, CSS, and JavaScript.