

Fanshu Sun

Cross-functional team player passionate about behavior design.

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Experience

UX Designer Intern Alibaba July 2023 - Sep 2023

- Developed AI-enhanced search interaction concepts, approved for executive-level presentation as potential development paths
- Co-designed the Hangzhou Asian Games search page design, impacting 300 millions of active users across two browsers.
- Coordinated closely with cross-functional teams including developers, product manager, marketing, and legal teams for project execution, focusing on search result optimization and engaging visual elements.
- Achieved a 35% increase in daily active users for Quark Browser during the Asian Games period.

UX Design Lead 1Thing.org Apr 2023 - June 2023

- Revolutionized design documentation by establishing a comprehensive Notion workstation, boosting team collaboration efficiency and cutting new designer onboarding time
- Executed extensive user research for the Together App, engaging a broad Asian community, resulting in over 30 detailed responses and 10 in-depth interviews.
- Led a team of 3 designers in transforming user feedback into actionable design improvements, significantly influencing the app's iterative development.
- Implemented a milestone-based workflow that seamlessly aligned design and development efforts, effectively minimizing project downtime.

UX Design Lead PS Collective Jan 2022 - Apr 2022

- Led a team of 5 for the end-to-end design process of an e-commerce app, introducing AR technology to subtly highlight an AI-sizing feature for a more assured user experience.
- Conducted 10+ in-depth interviews, providing actionable insights to stakeholders and delivering hi-fi prototypes with 89% positive user evaluations

Website Redesign CHSNE Class Project Apr 2022 - Jun 2022

- Rebranded and redesigned the desktop and mobile website (12 pages) to boost the user experience via a new design system and information architecture
- Conducted 10+ in-depth interviews, providing actionable insights to stakeholders and delivering hi-fi prototypes with 89% positive user evaluations

Education

MSc **Digital Media (IxD)**

2021 - 2023 GPA 4.0
Northeastern University

BSc **Psychology**
with Computer Science
University of Minnesota,
Twin Cities

Skills

Design

User research · Design strategy · Competitive analysis · User persona · Journey mapping · Information architecture · Storyboarding · Wireframing · Rapid prototyping · Usability testing · Data analysis · High fidelity mockup

Software

Figma · Sketch · Miro · Marvel · Qualtrics · Photoshop · Illustrator · HTML · CSS · Javascript · SPSS · Python

Soft Skills

Empathy · storytelling · curiosity · problem solving · workshops facilitation

Recognitions

IIB (Information is Beautiful)

Awards Longlist 2023

- *Powerball Jackpot History*
- *Why we need to care more about Neurodiversity workers?*