

DONNA FANG

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EXPERIENCE

Product Designer & Product Manager • **Berify** 2019-Now

- Leading ideation and design lo-fi to hi-fi wireframes throughout the E2E process for an NFC blockchain authentication app and B2B SaaS dashboard
- Conducting user research and user testing to develop creative solution-oriented design initiatives in close collaboration with executive leadership and business stakeholders
- Strategizing and overseeing feature rollouts to successfully address user pain points and maintain company's growth trajectory as the sole designer

Lead Product Designer • **Lemonade.TV** 2020-2022

- Was singlehandedly responsible for the complete redesign of a legacy e-commerce app and website for live streaming and shopping
- Contributed towards an over 80% growth in user satisfaction and conversion rates from driving usability findings and comparative analyses
- Developed HTML marketing pages and email templates, implemented UI bug fixes and updated code for new UI

UX Designer • **Glint** 2021-2022

- Created wireframes for a collaboration-centric social media app
- Illustrate clear design requirements through user flows and interactive prototypes for seamless design to developer handoff and stakeholder presentations

UX Designer • **Marwin Sports SmartMasks** 2020

- Designed an integration app for Marwin Sports reusable face masks that tracks usage and mask filter strength

EDUCATION

University of California, Los Angeles

B.A. in Psychology

Minor in Cognitive Science

SKILLS

Expertise

User Experience Design
Interaction Design
Agile Framework
Wireframing
Prototyping
User Testing
Visual Design

Design

Figma
Adobe XD
Photoshop
Illustrator
After Effects
Zeplin
Principle

Coding

HTML/CSS
Javascript