Hua Fan

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EDUCATION

2018

Carnegie Mellon University

MSc Integrated Innovation for Products and Services

2017

University of Washington

BSc Human Centered Design & Engineering

SKILLS

Design

UI/UX design, Prototyping, Design systems, Graphic design, Design workshops

Research

User research, Competitive analysis, Usability testing

EXTRA SKILLS

Programming

JavaScript, Python, IoT

Digital Media

Motion graphics, Video editing, Music composition

Languages

Bilingual: Chinese, English
Elementary: Japanese

Others

Creative writting, Magic

McKinsey & Company — New York

Associate Design Director — 2022 - Present

- Co-led the design team for a McKinsey Sustainability solution. Established design systems and responsive data visualizations across its digital offerings, ensuring consistent and efficient UX to over 24 global client deliveries aiming to reduce GHG emissions

Senior Designer — 2020 - 2022

- Designed web applications for a healthcare provider to improve drug adherence for patients with polychronic conditions, increasing medication compliance by 15% and customer adoption by 30%
- Launched growth hack campaigns for a financial service provider to explore new financial service offerings. Developed digital assets for social media advertisements

Designer — 2019 - 2020

- (Pro Bono) Within the first 2 months of the initial COVID-19 outbreak, assisted the WHO in rapidly designing an online reporting tool to collect global COVID readiness data
- Designed a residential app in both iOS and Android for a real estate client to provide and centralize exceptional urban living services to over 3000+ residents across 6 rental apartments

Design Intern — 2018

- Designed responsive web applications for a regional financial service provider to offer its first online credit card service. Helped the client to train its first internal design team

University of Washington — Seattle

Teaching Assistant — 2017

- Delivered weekly sessions to provide additional context to the main lectures, improving student satisfaction rate by 30%
- Developed and graded assignments, organized TA meetings, maintained equipment and planned field trips

General Electric Company — Beijing

Intern, Digital Technology Leadership Program — 2016

- Designed interfaces for an online product database that facilitates data migration from legacy DB to Salesforce Apttus, ensuring CPQ process 100% uninterrupted

Wikimedia Foundation — Seattle

Research Assistant — 2015

- Designed online surveys that study behaviour patterns of 200+ college students consuming free online information. Conducted data analysis and suggested design improvements for wikipedia.com based on the findings