

Tony Fan

Product Designer

Work Experience

UX/UI and Visual Designer / STEER Technologies

March 2023 – Currently working here (Toronto, ON, Canada)

- Created Brand Identities (Logo and Guidelines) with Adobe Photoshop, Illustrator and Figma to establish a strong and consistent visual identity for a brand, products.
- Led to redesign e-commerce mobile app (Android/iOS) and responsive website and aims to streamline the purchasing process, drive higher conversion rates.
- Built a comprehensive design system to ensure visual consistency and improve usability.
- Conduct prototype usability test to refine user experience before the product is fully developed.
- Developed responsive promotion landing page with Web-flow and HTML/CSS/JavaScript.

UX UI / Digital Designer / OTT Financial Group

Jun 2021 – December 2022 (Toronto, ON, Canada)

- Created responsive website with web-flow according to AODA and ADA compliance for increasing accessibility.
- Edit promotional video with After Effects and Premier Pro for new product launch.
- Led to redesign mobile app onboarding screen, usable interface, design system, signup and remittance process based on usability test and feedback for users to seamlessly make remittance. Decreasing monthly churn rate from 45% to 15%.
- Managed to optimize mobile app navigation bar icons, purchase/payment pages and adding filter function to make product more user-friendly and easily find content through user research. Increasing conversion rate from 3% to 12%.

Graphic & UI Designer / Evergrande Group

Jan 2015 – Jun 2018 (Shaoxing, China)

- Created a brand guideline for real estate project including logo, color palette, typography, tagline and patterns. Improving project awareness and exposure on social media.
- Designed flyers, posters, website landing pages, mobile promotion pages, social media graphics and videos for weekly activity. Increasing traffic which client visit real estate sales center by 30%.

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in LinkedIn

Education

Sheridan College

Postgraduate Degree in Interactive Media Management, GPA 3.94

Certification

Google

Google UX Design Certificate

Skills

Illustration

Motion Design

Branding Design

Video editing

Illustration

Prototyping

Logo animation

Heuristic Evaluation

HTML/CSS/JavaScript

Tools

Figma

After Effects

Photoshop

Premiere Pro

Invision

Illustrator

Webflow

Blender