Shu Pan

Product Designer Houston, TX

Creating innovative B2C and B2B products with my 3 years learning and working experiences - delving deep to uncover the root causes of user issues and developing unique solutions from various perspectives.

CONTACT

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🔗 https://www.shupanportfolio.com/

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EDUCATION

Master of Digital Communication and Media/Multimedia - User Experience
Michigan State University | 05/2022

Bachelor of Arts:
Media and Information
Michigan State University | 05/2021

SKILLS

UI/UX Design / Product Design
Mobile Apps Design / Visual Design
Web Applications Design
User Research / Usability Testing
Journey Mapping / Storyboarding
Competitive Analysis
Prototypes

TOOLS

Figma / Sketch / Proto.io / JIRA
Adobe Creative Suite:
Illustrator, Photoshop, InDesign
After Effects, Premier Pro
JIRA /Slack
Microsoft Team, word, excel
Google Suite

LANGUAGES

Chinese (Mandarin)
English

BUSINESS COMPETITION

Semi-finalist |
MSU 2022 Burges New Ventures

PROFESSIONAL EXPERIENCE

UX Designer Internship

01/2024 – Present | Bosmos (Remote)

- Executed the visual design phase for the Bosmos App, ensuring a cohesive and appealing look in line with branding guidelines.

Freelance UX Designer

09/2023 – 01/2024 | Immer (Remote)

- Enhanced merchandise ordering features in Immer - a live entertainment app, ensuring a seamless and enjoyable user journey from product selection to purchase, while upholding design integrity.
- Collaborated with product managers and developers to implement Agile methodologies in the design process, ensuring efficient and iterative product development cycles.

Freelance UX Designer

12/2022 – 09/2023 | Be Good Project. (Remote)

- Collaborated with over 10 cross-functional teammates to reimagine the Be Good Project's official website footprint using Figma and Wix. Achieved 95% user satisfaction from users.

Product Manager

6/2020-11/2020 | Continental Oceans Tech. Assoc. (East Lansing)

- Led a team of 6 in designing mobile and desktop experiences for ZJ Express, a semi-automatic ordering tool for international logistics, achieving a 70% error reduction and 40% revenue increase through systematic warehouse process improvements.
- Executed end-to-end product design, employing a user-centered approach from research and wireframing to prototyping, optimizing user flows, information architecture, and journey maps, established style guide of system.
- Conducted usability testing, integrating feedback to refine designs and enhance usability, aiding iterative product development.

Product Designer

9/2021 - 5/2022 | HighFun LLC (East Lansing)

- Achieved a 90% usability satisfaction rating by designing the HighFun App; created sketches, wireframes and built interactive prototypes using Figma, Proto.io, and Adobe.
- Identified and define pain points with 10 target audiences and created user Personas, story board, and Journey Maps.
- Produced a complete business plan, competitive analysis, and market research.
- Created design mockups and interactive prototypes to illustrate design concepts and provide a tangible representation of the final product's appearance.

Founder

09/2018- Present | Guolianhuoyun (East Lansing)

- Successfully handled a transaction volume exceeding 6000, contributing to a remarkable 70% increase in warehouse turnover.
- Strategic thinker with a focus on brand development and effective pricing strategies.
- Conducted market research, interviews, and collaborated with partner companies to identify user pain points. Designed customized service solutions for the service and target audience, meeting monthly KPIs by completing over 30 transactions within the first three months.