Jianing Pan

UX/ UI Designer

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Profile

My career goal is to be a designer who creates successful mobile applications and websites that inspire and motivate others while leave a perdurable impression.

Education

MFA | 2015 - 2018
Academy of Art University
Web Design and New Media

BFA | 2011-2015
Northeast Forest University
Interior Design

Skills

Adobe Suite
Sketch
HTML5
CSS3
JavaScript
Arduino

Work Experience

Harvesting / UX&UI Designer   November, 2018 - Present

○ **In charge of redesigning the Android platform**

Harvesting owns dashboard on both website and mobile application. My job is to improve the user experience based on clients' feedbacks and enhance the design.

Xinhua Zhiyun Co., Ltd / UX Designer (Intern)   June, 2018 - September, 2018

○ **Redesigned the CMS website.**

Particapted at creative development redesign and testing of client website on Xinhua News Agency Platform CMS (Content Management System), which includes 10, 000 manuscripts daily.

   * Identified problems and defined product vision based on user research.

   * Partnered with 4 developers, 1 visual designer, 1 product manager and many administrators from start to the final review and implementation.

   * Analyzed 5 competitions and user research to define product strategy and the logic of interaction to improve the administrators' the efficiency of examining manuscripts.

   * Communicated design ideas through site maps, task flows, wireframes and architecture, user flows, interactive prototypes.

○ **Completed the branding guidelines.**

Took on identity design for the re-haul of the branding guidelines, including the brand logo, color guidelines, font guidelines and video guidelines.

   * Researched the outstanding example of branding products. Learned the content sequence of guidelines to build up the eligible branding guidelines.

   * Executed from conception to implementation new branding systems for a project.

Blur - Dating App / Design Assistant (Intern)   February, 2016 - June, 2016

○ **Worked on competitor research.**

   * Reviewed existing research and analyzed existing 10+ products, then applied the findings to a specific problem and/or process to improve competence of Blur.

○ **Supported designing the log-in layouts and visual system.**