

Grace Pan - Product Designer



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Experience

Product Designer | BabyCenter in San Francisco, CA

April 2019 - Present

- Design new generation of BabyCenter web content including article pages, product round up pages, tool pages and search result pages from end-to-end by collaborating with product designers, product managers, researchers, engineers and QA
- Advance the BabyCenter Community platform through MUI components, improving hierarchy, designing cute and clean illustrations and presenting the updates to the Product team
- Build new web & app design systems and components library to the team by documenting color palette, typography, CTAs, module redlines, snackbar etc. in terms of web accessibility
- Assist Sales Team publish 4 interactive branded content experiences on US site. Each of them has 50k+ previews
- Chair, suggest and review questionnaires for kick-off meetings with Researchers; then utilize the collected feedbacks to polish mock-ups

UX&UI Designer(Intern) | Harevesting in Newark, CA

November 2018 - March 2019

- As an independent designer, I designed the sign-up flows, settings and dashboard on Android by working closely with engineers and operations
- Developed hi-fidelity mockups, specifications, and prototypes to the Dev
- Defined and documenting UI kits of colors, icons, illustrations and layouts for the Android

UX Designer(Intern) | Xinhua Zhiyun Ltd in China

June 2018 - September 2018

- Participated at CMS Redesign by identifying problems and defining product vision based on user research. Then partnered with cross-functional teams to implement
- Communicated design ideas through site maps, task flows, wireframes and architecture, and interactive prototypes.
- Took on identity design for the re-haul of the branding guidelines, including the brand logo, color guidelines, font guidelines and video guideline etc.

Education

Academy of Art University

2015 - 2018 in San Francisco

M.S. in Web Design & New Media

Northeast Forest University

2011 - 2015 in China

B.A. in Interior Design

Skills kit

UX Design

Visual Design

Responsive Design

Mobile apps Design

End-to-End Product Design

Rapid Prototype

HTML5/ CSS3

User Testing

Task Flows

Card Sorting

Mandarin 汉语

Tool kit

Sketch

Photoshop

Illustrator

After Effects

Adobe XD

InVision

Jira

Zeplin

Ceros

Figma