

# Yining Fang

Simbavszombie@gmail.com

+1 (236)-668-7272

## UX Designer / Motion Graphic Designer based at Vancouver, BC

Transitioning into UX design, I leverage extensive experience in interior design for global retail chains. Skilled in visual and motion design, I embody innovation and creativity. Currently advancing through a UX certificate program, I am adept at integrating established design expertise with user experience methodologies for digital platforms.

## EXPERIENCE

### WakeUp Studio | Graphic Designer

2022.04 - Present | Freelance

- Led a series of innovative design projects for Oatly, including the creation of unique NFT illustrations, dynamic motion emojis, and a special Mid-Autumn Festival campaign.
- Directed the innovative packaging design for DREAME's new hair dryer line. Emphasised eco-friendly materials and modern aesthetics, balancing functionality with visual appeal, and aligning with the brand's commitment to sustainability and design excellence.
- Led the production process of Lab Heenoor's intro video. Encompassed crafting the initial storyboard, conceptualising the video's narrative and visual style, and overseeing the production stages.

### CROX Architecture Design | Sr. Interior Designer

2020.12 - Present | Hybrid

- Spearheaded both the theoretical exploration and hands-on implementation of permaculture principles within the realm of early childhood education.
- Conducted the landscape design and construction assistance of the Jianguo Kindergarten of Shanghai.
- Participated in the interior and landscape design of the Aston Martin Shanghai office.
- Feasibility study on the combined space design of shared office and live broadcasting industry in the post-pandemic era.

## PROJECT EXPERIENCE

### Skillspace's New Feature | UX/UI Designer

2024.01 | Hackathon Competition | Vancouver, BC

- Contributed to concept development and user flow optimisation for the project.
- Led the design, development, and testing for the "My Course" feature, including conducting user interviews, creating both lo-fi and hi-fi wireframes, overseeing UI design, and executing user testing to ensure functionality and user appeal.

### DK Press Webpage Design | Programmer

2024.01 | Hackathon Competition | Vancouver, BC

- Designed and developed an interactive web page aimed at engaging a young audience.
- Utilised technical skills in HTML, CSS, and JavaScript to bring the design concept to life, ensuring both visual appeal and functionality.
- Successfully delivered a user-friendly and interactive web page, enhancing the digital experience for young users and aligning with DK Press's engagement goals.

## EDUCATION

### Emily Carr University of Art & Design

UX Design Certificate

2023.08-2024.04 | Vancouver, BC, CA

Cumulative GPA 4.07

### The Glasgow School of Art

M.Des. in Interior

2019.06-2020.10 | Glasgow, UK

A3 with Distinction

## SKILL

### UX DESIGN

Information Architecture | User Journey Map | UI Design | Wireframing | Prototype | Inclusive Design | Mobile Application | HMI Design | User Flow Design | Persona

### VISUAL DESIGN

Motion Graphic Design | Animation | Data Visualisation

### USER RESEARCH

Interview | Survey | Market Research | A/B Testing | Usability Testing | Field Study | Competitive Analysis | Heuristic Evaluation

### PROJECT MANAGEMENT

Gantt Chart | Trello

### ADDITIONAL

Responsive Web | HTML-CSS-JS | 3D Modelling

### TOOLS

Figma | Principle | Sketch | Adobe (Ps, Ai, Pr, Ae, Xd) | VS Code | Framer | SketchUp | 3DMax | AutoCAD | C4D | Blender

### LANGUAGES

English | Mandarin | Japanese