

SIMON PAN

simonpan.com
simon.pan@me.com



EXPERIENCE & IMPACT

Sr. Product Design Lead, Medium
San Francisco (Mar 2017–Present)

- I lead the Reader experience design team and am responsible for creating the systems and surfaces to help people discover personally resonant ideas.

Sr. Product Designer, Uber
San Francisco (Aug 2015–Feb 2017)

- Led redesign of the pickup experience to launch the *Uber Rider App 2.0*. Reduced average driver wait-time (-20%) and pickup error distance (-34%).

Sr. UX Designer, Amazon
San Francisco (Jul 2013–Jul 2015)

- Led design efforts to launch *Prime Music* service 1.0 and 2.0 on Android and iOS. Increased monthly active days per customer (+50%), monthly listening hours per customer (+36%) and new customer retention rate (+31%), despite growth of monthly active customers (+186%) over 8 month period.

UX Architect, Vivant
Sydney (Nov 2012–Jun 2013)

- Led redesign and refocus of *Jaro* product before launch. Launched globally and raised £13,462 for charity.

UX Architect, Profero
London (Jun 2011–Mar 2012)

- Increased user satisfaction (+11%) with redesign of *Talk to Frank* website.
- Decreased bounce rate (-29%) with launch of *Talk to Frank* mobile website.

Interaction Designer, UNSW
Sydney (Jun 2007–Mar 2011)

- Increased active monthly users (+218%) with launch of *AT Magic*.

EDUCATION

BSc (Hon.), Computer Science
University of NSW (2002–2008)

Specialised in HCI. My thesis research focused on designing and evaluating User Interfaces for creative thinking.

HARD SKILLS

User Research, Experience Strategy, Information Architecture, Interaction Design, User Interface Design, Usability Testing, Graphic Design, Scenarios, Copy Writing, Persona Construction, Interviewing, Surveys, Card Sorting, Participatory Design, Task Analysis, Rapid Prototyping, Content Analysis, Competitive Analysis, Journey Mapping, Wireframing, Storyboarding, Task Flows, Heuristic Evaluation, Concept Modeling, HTML, CSS.

HONORABLE MENTIONS

- *Barclays Bikes* mobile app awarded 2013 Dadi for “Usability” and “Use of Mobile”.
- *MINI Psychic Roadster* awarded 2013 BIMA and “People’s Voice” Webby.
- Taught User-Centered Design to 60+ undergraduate and postgraduate students.

SOFT SKILLS

- I’m a big-picture systems thinker with an obsession for crafting details.
- I’m ambitious, outcomes-driven, delivery-focused & adaptable to any task.
- I’m empathetic and push for honest, inclusive & meaningful designs.
- I’m strong at communicating design intent—verbally and visually.
- I embrace humility & bias for collaborating with my team for better outcomes.