

Caroline Sijia Fan

PRODUCT DESIGNER

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Education

Carnegie Mellon University Pittsburgh, PA

Master of Human-Computer Interaction

Aug 2024 - Aug 2025

Core Courses: Interaction Design, User-Centered Research, AI Product Design, Service Design, Persuasive Design

Bachelor of Science in Statistics and Data Science with University Honors

Aug 2021 - May 2024

Additional Major in Human-Computer Interaction

Experience

Design Lead Council for Affordable Quality Healthcare [Master Capstone], Pittsburgh Jan 2025 - Present

- Leading the redesign of CAQH's provider credentialing platform to improve data quality and efficiency across 1,000+ health plans and 4.8M providers, including attestation redesign and an LLM-based data querying tool.
- Conducted 20+ stakeholder interviews, analogous research, and design workshops to understand and define user needs; synthesized insights via affinity diagramming and validated concepts through iterative lo-fi prototype testing.
- Designing and testing a streamlined provider attestation system featuring micro-attestation and portal restructuring, projected to save billions in administrative costs by reducing provider burden and improving data quality.
- Developing and testing a B2B-facing, LLM-powered natural language querying prototype that enables analysts to access provider data without technical skills, improving data accessibility and decision-making across health plans.

Product Designer, Tech Lead Multilingual CMU [Undergraduate Capstone], Pittsburgh Jan 2024 – Present

- Designed and developed a multilingual campus tour guide with accessibility features, supporting 6 languages and multimodal content (audio, visual, text) to deliver seamless tour experiences and culturally inclusive storytelling.
- Led quantitative and qualitative research with 150+ international families; conducted iterative prototype testing to identify key user needs around language support, intuitive navigation, and authentic CMU student anecdotes.
- Managing a cross-functional development team and partnering with CMU's Communications and Marketing Office to launch the platform university-wide in Summer 2025, with plans to pivot towards an early-stage startup.

UX Designer SeeMuseums [Freelance], Remote May 2024 – Jun 2024

- Designed onboarding and user management systems for SeeMuseums' AI-powered virtual guide, shaping the web MVP to improve user experience and retention, contributing to a successful mobile app launch with 1,500+ users.
- Collaborated with backend teams to define user information architecture and crafted a personalized onboarding quiz for the AI system; mapped user journeys and registration flows to ensure smooth onboarding.
- Iteratively designed and prototyped onboarding and user management flows; defined visual style, addressed edge case behaviors, and delivered annotated wireframes and high-fidelity prototypes for seamless developer handoff.

Product Designer, Management Trainee Longshine Technology [Internship], China Jun 2024 – Jul 2024

- Designed and launched an interactive learning map that clarified the employee development journey, enhancing onboarding flow and content discoverability across an internal platform used by 2,000+ employees.
- Developed engagement-tracking dashboards, driving a 50% increase in platform participation within two weeks.
- Produced 30+ onboarding visuals and modules, boosting new hire understanding of company culture by 90%.

Skills

Research: User Research · Data Analysis · Personas · User Journey Mapping · MVP Hypothesis · Usability Testing

Design: Wireframing · Prototyping · User Flow · Interaction Design · Design System · Visual Design · Usability Testing

Tools & Programming: Figma · Adobe Suite · Tableau · Python · HTML · CSS · JavaScript · Machine Learning