

# Caroline Sijia Fan

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## EDUCATION

**Carnegie Mellon University** Pittsburgh, PA

**AUG 2020 - AUG 2025**

AUG 2024 - AUG 2025

Master of Human Computer Interaction

AUG 2020 - MAY 2024

Bachelor of Science in Statistics and Data Science with University Honors

Additional Major in Human Computer Interaction

## EXPERIENCE

**Project Manager, UX Designer** Multilingual CMU, Pittsburgh

**JAN 2024 - CURRENT**

- Led comprehensive user research study with 200+ participant that revealed critical gaps in CMU campus tour accessibility, specifically highlighting needs for multilingual support and authentic student narratives.
- Developed a comprehensive multilingual web application to enhance CMU campus tour experience, featuring multimodal and multilingual functionalities for improved visitor accessibility and engagement.
- Collaborating with CMU Marketing & Communications office for official campus-wide launch in Spring 2025.

**Human Resource Management Trainee** Longshine Technology, China

**JUN 2024 - JUL 2024**

- Redesigned the company's online learning platform architecture and implemented an enterprise-wide learning roadmap system, serving 2,000+ employees nationwide and streamlining professional development pathways.
- Designed and implemented data visualizations to track daily user engagement and study progress, contributing to a 50% increase in active platform participation within two weeks.
- Conceptualized and executed 15+ interactive installations and visual displays for new graduate orientation events, elevating the onboarding experience and strengthening company culture introduction.

**UX Designer** SEEM, Remote

**JUN 2024 - JUL 2024**

- Designed and optimized user onboarding interface elements through multiple iterations, enhancing the new user experience and platform adoption.
- Partnered with the algorithm team to design interactive quizzes, integrating AI functionality to create personalized learning experiences for users.

## Leadership

**Design Chair** ScottyCon

**Sep 2022 - May 2024**

- Led Comic Con rebranding initiative and promotional design strategy, driving a 170% attendance growth.
- Directed the creation of targeted marketing materials that generated a 44% increase in new visitor registrations, expanding the event's audience reach.
- Conceptualized and launched a digital program booklet web app that attracted 1,600+ first-day users and achieved an 87% satisfaction rating, enhancing visitor experience.

## Skills

**Research:** Data Analysis • Persona • MVP Hypothesis • User Journey Flow • ML Algorithms & Validation

**Design:** UI graphics • User Flows • Wireframes • Prototyping • Interaction Design • Design System • Data Visualization

**Programming:** Python • HTML • CSS • JavaScript • R • C • Tableau • SQL • Latex