Baimeng Fan Product Designer



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baimengf.github.io/



University of California, Davis

UI/UX Design | Intern - Fall 2023

- Conducted primary interviews with 20+ participants and benchmarking analysis of 3 major competitors to develop prototype for a consumer app in 6 week
- Revamped the existing cash and rewards systems for campus food purchases to a clickable prototype with real-time cash rewards balance, enhancing cash rewards transparency and speed by 2x for UC Davis students and faculty, increasing on-campus food purchasing by ~10%
- Conducted 4 A/B testings with target users with cash rewards to develop survey questionnaires, successfully gathering qualified feedback and distilled customer insights from 30+ users
- Led a team of 3 to run a pilot to evaluate the cash rewards app prototype product-market fit within 60+ participant users, receiving 100% positive user feedback
- Presented the iterated app prototype in final competitions and recognized with the "Most Human-Centered Design" award for our team's intuitive and effective user flows

University of California, Davis

UI/UX Design | Student Consultant - Winter 2024

- Built an interactive website to enhance the functionality, which enabled students being able to make comments by utilizing HTML/CSS and JavaScript
- Handled a usability test with five users of the target audience; successfully implemented feedback onto Github
- Executed a usability test with five target users within pre-defined demographic profiles and successfully incorporated their extensive feedback into GitHub, significantly enhancing user experience

Beyond Stigma (Non-profit corp.)

Graphic Design Intern | Intern - Summer 2022

- Oversaw the company's multi-social media platforms, including Instagram, YouTube, and Wix site to re-build branding assets, increasing site traffic by 82%
- Collaborated with marketing executive to align on key project objectives on consistent brands across omni channels and detailed implementation roadmap for continuous improvement, increasing new users by 20%
- Designed and implemented email newsletter marketing asset, resulting in a 30% increase in sign-ups within two months of implementation and template was later adopted in over 200 company newsletters



Education

University of California - Davis 2020 - 2024

Bachelor of Arts in Design Bachelor of Arts in Economics

'Most Human Centered Design' Design Interactive 2023 Dean's Honors List 2022



Skills

UX

Low/High-Fidelity Wireframes **User Research** Interaction Flow (Figma) User Flow (FigJam) Graphic Design (Adobe Suit) Prototyping (Figma)

Research

Comparative Analysis Interview Planning Data Analysis (Stata) Survey (Google Forms, Survey Monkey)

Coding

HTML/CSS (VS Code) JavaScript (VS Code)