

# Katherine Fang

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Feasible start date: After May 15th, 2026

## EDUCATION

<b>New York University</b>	New York, NY
Bachelor of Arts in Marketing	Aug. 2022 - May 2026

## EXPERIENCE

<b>UI/UX Design Intern - Legal AI</b>	May.2023 - Aug 2023
Hithink International Co., Ltd.	Hangzhou, China

- Led the end-to-end MVP design of an AI-powered legal workflow tool, defining core features (AI chatbot, contract drafting, legal research dashboard) based on user needs and technical constraints.
- Conducted user research through interviews and workflow shadowing with lawyers and agents to deeply understand pain points in contract review and legal document generation.
- Translated research insights into personas, user journeys, and feature prioritization, ensuring the MVP focused on the highest-value problems.
- Designed conversational UI prototypes and document drafting interfaces in Figma to simplify complex legal tasks for non-technical users.
- Ran usability tests with 10+ legal professionals, analyzed task success rates and confusion points, and iterated prototypes based on feedback.
- Applied information architecture and visual hierarchy to make contract review and research dashboards intuitive and organized.

<b>UI/UX Design Intern - CRM AI</b>	May.2025 - Aug 2025
UCloud Technology Co., Ltd.	Shanghai, China

- Conducted user research through surveys and interviews with B2B clients(including tech industry, e-commerce industry and game industry) to identify major usability challenges in social ads management.
- Synthesized research insights into personas, journey maps, and key UX metrics, identifying three high-impact pain points that informed the MVP scope and design priorities.
- Designed user flows and low-to-high fidelity prototypes in Figma for a social media automation dashboard that enables one-click post generation and scheduling, and also design the AI chatbot.
- Collaborated with engineers to optimize image generation UX, reducing task time by 40% through clearer hierarchy and responsive layout.
- Ran A/B tests on navigation structure and microcopy, improving task success rate by 30% and boosting user satisfaction scores.
- Designed marketing assets and a 20-page investor/product presentation deck that communicated product value, competitive positioning, and UX rationale to stakeholders and early partners.

## ON CAMPUS EXPERIENCE

<b>GELA at NYU</b>	New York, NY
VP of Strategic Publication Department	Oct.2024 - Now

- Managed and updated social media accounts, creating engaging content (videos, graphics, and posts) to document ESG forum events and promote sustainability initiatives.

## TECHNICAL SKILLS

Tools: Figma, PhotoShop, Illustrator, Canva, Excel  
Languages: Python, MySQL, HTML, CSS, JavaScript,