# WEI FANG

(H1B visa holder)

fangwei.sarah@gmail.com
www.fangweisarah.com
412.915.5356

## SKILLS

User research, Data analysis,
Product design, Usability testing,
Prototyping, Front-end development,
Web accessibility, Project management

## TOOLS

Balsamiq, Axure, Sketch, Framer.js,
Adobe Illustrator, Adobe Indesign,
HTML, CSS, Sass, Javascript,
React+Redux, Web Components,
Java, SQL, R, SPSS,
Web3.js, Arduino, Scrum

## EDUCATION

**M. in Human Computer Interaction**
Carnegie Mellon University, 08/2016

**B.S. in Psychology**
Tsinghua University, 07/2013

## EXPERIENCE

**Creative Technologist**                                        Pearson Education., 10/2017-Current

- Worked on design system and various digital learning products, including StatCrunch, Strategic Reader and Learning Catalytics.
- Collaborated in user research, design ideation and exploration. Conducted UX audit to improve product design, and technical review to help designers work around technical constraints and accessibility requirements.
- Built production ready prototypes, and created and maintained components library for product development using React.js and web components.

**Web Designer/Developer**                                        EZ Moto Inc., 12/2016-9/2017

- Consolidated user requirements; designed, and developed the company website.

**User Research Lead/Project Manager**        Capstone Project, PNC Bank, 1/2016-7/2016

- Researched, designed and developed prototypes of an end-to-end application, and redesigned the workflow for corporate card onboarding process. Our proposed solution gets included into PNC's roadmap and is slated for implementation.

**Product Designer/Product Owner**                                NetEase Youdao, 5/2014-5/2015

- Worked on an extension of browsers with over 50 million users, featuring price tracking, price comparison and personalized recommendation, etc;
- Analyzed user needs, prioritized features development, designed prototypes and managed the product development with Scrum;
- Initiated, designed and managed the development of a new feature of "shared shopping list", achieving 19% 7-day user retention rate, and 5% conversion rate.

**User Researcher**                                                NetEase Youdao, 6/2012-5/2014

- Worked on location-based service, e-commerce and educational technology;
- Conducted various kinds of user researches across the products lifecycle. And coordinated with different teams to employ research findings into products;
- Initiated and accomplished a project to classify users of our online shopping products into five types with primary research and backend data.

## AWARDS

**Employee of the Quarter(2.5%)**
NetEase Youdao, 12/2014

**Full Scholarship (10% , $1600)**
Summer Program, NUS, 07/2013

**Top Ten Projects, Choice Award**
Youdao Innovation Lab, 09/2014

**Annual Top Scholarship (5% , $1300)**
Tsinghua University, 10/2011