

# Shan Ruan

Frontend Developer | UX Engineer | Product Designer

Montreal, May 2020

Permanent Resident of Canada

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## Highlight

- **Full-stack Web development capability**, handle multiple frontend & backend languages, frameworks and tools
- **5+ years in User Experience**, 4-year degree in user-centered design, led local / global user-research projects at work
- **Global mind-set**, employed in 4 countries: Denmark, China, US & New Zealand, studied in UK, been to 25+ countries

## Education

**Interactive Media Management | Graduate Certificate**

Sheridan College, Canada, 2019 – 2020

- Intense and comprehensive program of Web Development, one of the best in Ontario; top student in coding (GPA:3.82/4)

Core courses: Interactive Coding, Web Development, Web Design, Interaction Design (Web & Mobile)

**Innovation & Entrepreneurship Management | Master of Science**

Imperial College London, United Kingdom, 2011-2012

- New product business strategy, top 10 universities in the world (QS rank 2020)

**Art and Design | Master Candidate**

Huazhong University of Science & Technology, China, 2010-2011

- User Research, User-centered Design, top 5% (GPA 3.75/4), full scholarship

**Industrial Design | Bachelor of Engineering**

Huazhong University of Science & Technology, China, 2006-2010

- Product & user experience design, top 5% (GPA 3.61/4), national scholarship

## Web Development Projects

**React Frontend | Ecommerce Website (Responsive) | Flow & Wellness Studio |**

**Live Demo:** flowandwellnessstudio.netlify.com

- Project details: a shopping web app for studio classes with fully frontend development, customized API and responsive design, including landing page, product listing, description, filtering, featured products, shopping cart and checkout (with Paypal or cards);
- Languages and tools: HTML, CSS, Javascript, React, ES6, npm, Netlify, Github, Contentful (API), Paypal, Stripe;
- React usage: React Component (state, lifecycle, etc.), React Router DOM, React props rendering, React Fragments, React Icon, React Context (Provider, Consumer), React Hook (State, Effect), React Event Handler, etc.

**Full-stack Development | Informational Web APP (Responsive) | Wine Wiki**

- Project details: an informational website to search, learn and recommend wines with responsive design and animation, including landing page, information pages of wine grape and regions, an interactive wine map (Leaflet, GeoJSON, JavaScript), a dynamic wine search engine (PHP, SQL, AJAX) and a recommendation engine;
- Language and tools: PHP, SQL, Javascript, CSS, HTML, Leaflet, ZIM, AJAX, JSON, GeoJSON;
- UX Design: user research, empathy map, information architecture and design, wireframes, interface design. (Adobe XD, Illustrator, Photoshop, Whimsical)

## UX Design Projects

## Skills

### Web Development

- **Language**:  
JavaScript, HTML5, CSS, ES6, JSX, JSON, NodeJS, PHP, SQL, SCSS;
- **Framework**:  
jQuery, React, Redux, ThreeJS, Angular, Leaflet, CanvasJS, ZIM, Pure, Bootstrap, Foundation;
- **Tool & technique**:  
MongoDB, cPanel, XAMPP, REST API, npm, npv, Webpack, Github, Netlify, AWS, AJAX, Axios, Wordpress, Sass;

### UX Design

- User research, interaction design, information architecture & design, interface design, wireframes;

### Software

- Illustrator, Photoshop, Adobe XD, InVision, Arduino, After Effects, Auto CAD, Spark AR

### Language

- Chinese (native), English (very fluent), French (basic)

## More Web App Demo

- **React** Weather App  
codepen.io/shanruan33/pen/ZYEQPQ
- **React** Recipe Search App  
recipe-shan.netlify.com
- **Angular** Tic-Tac-Toe Game  
tic-tac-toe-shan.netlify.com
- **ZIM** Kids Game | Shape Puzzle  
codepen.io/shanruan33/pen/OJPgqyx
- **Full-stack** Web App | PlantMe  
github.com/shanruan33/plantme

- BIXI Station Purchasing Interface Improvement | 2020  
Link: [www.behance.net/shanruan33](http://www.behance.net/shanruan33)
- Arduino Self-lightening Make-up Mirror | 2019  
Code: [github.com/shanruan33/Mirror](https://github.com/shanruan33/Mirror)
- NDL Website Interface Design | McMaster UX Designathon, 2019  
Link: [www.behance.net/shanruan33](http://www.behance.net/shanruan33)
- Company Website Interface Design | Green Fortune China, 2016
- User Experience Research Survey & Interview for New Thermostat Panel Design | Danfoss, 2015
- User Research of Liquid-cooled Drives | Danfoss, 2014
- Employee-driven & Trend Endorsement Platform Interface Design | Tata Consultancy Group (London), 2012  
Link: [youtu.be/zz6r6NQ7wD0](https://youtu.be/zz6r6NQ7wD0)
- Smart Home Control Android App Interface Design | Imperial College London, 2011
- User Research & Analysis for Student Usage of Electrical Devices | NewPlan Design Company, 2009

## Work Experience

### Designer & Project Manager | Dec 2015 – Feb 2017 | Green Fortune China | Shanghai, China

Supervised 20+ projects (duration 3 to 25 months) from ideas to construction, designed interior landscapes and managed relationships with clients. Developed strong multi-task & time management skills.

Sample projects:

- Sangha Hotel (6 Star) public space & SPA: hall, spas, corridors, staircases, etc. (150m<sup>2</sup> vertical garden) [Link](#)
- Ogilvy & Mather 4-floor office: reception, cabinet-top, activity space, lobby (32m<sup>2</sup> vertical garden)
- People's Court of Hongkou District of Shanghai: reception hall and glass corridors (68m<sup>2</sup> vertical garden)
- Macao casino Hall (3-floor) decoration walls (225m<sup>2</sup> vertical garden)

### Marketing Communications Specialist | Jan 2015 – Dec 2015 | Danfoss | Shanghai, China

Organized multiple large-scale events (up to 1 million CA\$), including exhibitions, conferences, national road-shows, etc., managed sales & technical materials (brochures, gifts, posters, videos, etc.), planned and released company publications on professional & end-customers' media platforms online and offline. Built strong event organization skill.

Major projects:

- 2015 International AC&R Exhibition (200+ m<sup>2</sup> booth);
- 2015 Chinese Floor Exhibition (22 m<sup>2</sup> booth);
- 2015 Chinese Heating Exhibition (136 m<sup>2</sup> booth);
- 2015 Danfoss Heating Road Shows for 9 cities of China

### Product Strategy Specialist, Global Rotation Program | Jan 2013 – Jan 2015 | Danfoss | China & Denmark & the US

Led 4 projects in China, Denmark and US, worked with 10+ nationalities (mainly Danish, German, American, Chinese and Indian) in product management and development. Attained comprehensive knowledge in product design & development process. Gained practical experience in market & user research and business plan production. Developed excellent project management & communication skill in multi-culture & cross-discipline environment.

- *New Product Line Business Plan, Loves Park (US)*  
Investigated customers needs and technical demands in global market, then produced comprehensive analysis and short-term & long-term business plan
- *Supply Chain Efficiency Sustainability, Nordborg (DK)*  
Researched and analyzed sustainability in the most advanced factory in Nordborg, cooperated with AREUS (Automation and Robotics for European Sustainable Manufacturing).
- *Product Development Tool Design, Shanghai (CN)*  
Designed monitor tools for product development process with internal consultancy, targeting global project management teams.
- *Product Portfolio Extension Strategy, Beijing & Shanghai (CN)*  
Created new product strategies by adding new products to portfolio for global market, based on customer visits, market research, benchmarking, etc.

### Intern | Jun 2012 – Jul 2012 | Tata Consultancy Group, London, UK

Designed an employee-driven & trend endorsement platform in fast-paced high-street fashion stores, recording real-time customer activities to help understand and influence customers' behaviors.

### Intern, General Manager Office | Jul 2009 – Nov 2009 | Siemens, Wuhan, China

Planned and organized a classroom donation project targeting "Leftover Children", designed the classroom and promoted this project inside and outside Siemens.

## Volunteer & Competition

- UX Designathon | McMaster University 2019
- Slalom Race Gate Judge | 2018 Audi Quattro Winter Games, New Zealand
- New Business Plan Competition | Danfoss, 2015
- Teaching assistant & translator of classes, conferences, and lectures for foreign teachers from German, Australia and India | Huazhong University of Science & Technology, 2009-2011
- Organiser of 2009 International Council of Graphic Design Associations Wuhan Branch Workshop

## Interests

Skiing, Hiking, Swimming, Yoga, Reading, Travelling, Cooking