

Paris Fan

User Experience & Product Design

EXPERIENCE

Meta Product Designer December 2023 - Present

- Led the decluttering and modernization of Meta's Creator Publishing experience across Reels and Posts, improving satisfaction by 3x, increasing creation flow completion by 50%, and shipping 80+ prototypes.
- Authored Meta's first Creator Publishing Design Principles, adopted by 20+ partner teams and used as the evaluation framework for an AI review assistant handling 40+ change requests per month.
- Built the team's AI-powered prototyping workflow using Cursor and Orchard, reducing prototype turnaround from two weeks to three days and onboarding designers onto a shared workflow.
- Launched an Instagram Direct business messaging advertiser agent to onboard GBG and SMB advertisers and convert customer conversations into qualified leads for Instagram Direct messaging ads.

Flipboard Staff Product Designer March 2023 - September 2023

- Led design across core experience, discovery, personalization, curation, and community for web and mobile products serving publishers, curators, and readers.

NewsBreak Sr. UX & Product Designer June 2020 - February 2023

- Led Contributor / Creator network's ecosystem design from 0 to 1 which includes web, iOS, and Android. Successful iterated a design that achieved 41% increase on usability satisfaction measured through SuperQ.
- Owned design for content domain including news articles, UGC posts, and short videos. Optimized content readability and accessibility; successfully eliminated issues from being the primary complaint (20%).
- Launched the redesign of the algorithm-generated newsletter; significantly improved the company's DAU from hundreds to 2M users, and increased the product's open rate by 7%.

Realtor.com Sr. UX designer January 2020 - June 2020

- Led design system strategy and governance, unifying fragmented patterns into company-wide components and setting best practices that improved design quality and team efficiency across 20+ designers.

Rokid User Experience & Product Designer October 2016 - December 2019

- Defined VUI guidelines for smart speakers, translating voice interaction insights into a companion mobile app experience.
- Designed delightful AI-powered photo-to-art flows, including animated GIF interactions that improved task completion by 30%.

General Motors User Experience Designer April 2015 - July 2016

- Led infotainment UX for vehicle dashboards and rear-seat entertainment, aligning stakeholders around scalable features and specs across vehicle tiers.

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METHODS

- Wireframing
- Prototyping
- Usability Testing
- Interviews
- Surveys
- Contextual Inquiries
- Heuristic Evaluations
- Workshops
- Persona
- Design Sprints
- Mix Methods Research
- Scenarios

TOOLS

- Orchard
- Cursor
- Adobe Photoshop
- Figma
- Adobe Illustrator
- Cinema 4D
- Adobe After Effects
- Adobe InDesign

AWARDS & MENTIONS

- 2022 IF Design Award Winner
Discipline Communication
- 2019 & 2018 AWE guest speakers
San Francisco Bay Area
- Smart Speaker Touch Interaction
Patent (No 201710936401.1)
2019

EDUCATION

- University of Michigan School of Information – Ann Arbor, MI**
Master of Science in Information,
Specializing in Human Computer
Interaction & Social Computing
April 2014
- University of British Columbia – Kelowna, BC**
Faculty of Management, Major in
Marketing & Minor in Psychology
December 2010