Fannie Pan

Product designer ◆ User researcher

fanniepan.com
hello@fanniepan.com
linkedin.com/in/fanniepan
347.977.2985

Work experience

◆ Justworks - Payments

Senior Product Designer ◆ Sept 2021 - Current

Product Designer ◆ Feb 2019 - Sept 2021

Leading full end-to-end research, design, and launch of high risk and high impact projects: Payments Center, Time & Attendance, Justworks Hours integration, and more. Saw an increase in NPS scores, customer satisfaction and stickiness of the product.

Collaborating within own cluster and cross-cluster: Engineers, PM, PMM, UX copy strategist, Business intelligence, Legal & Compliance teams, Sales, Customer Success, Account Managers and more.

Increased efficiency and increased rigger in research operations, multi-plied across the growing org, by creating templates, resources, and guides leading to a more unified research process.

Pivoted and influenced roadmap decisions by payment domain knowl-edge, product design strategy, advocating for our customers, conducting user testing, and exploring other designs which decreased engineering time spent.

Increase team efficiency by leading the creation of product development process for unified language, outcomes and expected roles & responsibilities.

◆ Celmatix

UX/UI Designer ◆ Nov 2018 - Feb 2019

Jr. UI Designer ◆ July 2017 - Nov 2018

Led design of MyFertility Compass™ to educate women to be more proactive data-driven choices about fertility planning (28% conversion rate with 3,000+ reports generated during first month of launch)

Designed new product features on myFertilome.com, Polaris® web platform, and internal tools based on user needs

Increased efficiency on design handoff by creating component libraries and design systems

Designed and maximized #SaytheFword user engagement and cement brand identities (450,000+ impressions, 36,000+ unique visitors, 200%+ increase in social media followers)

◆ Viacom - BET Digital

UX & Visual Design Intern ◆ Jan 2017 - May 2017

◆ Mango Concept

Product Design Intern ◆ Oct 2016 - Dec 2016

Education

NYU School of Engineering - 2017

B.S. Integrated Digital Media
Minor in Business and Tech Management

Awards/Panels

Featured NYU IDM Alumni - 2018
NYU Alumni Panel - 2017
The Annual NYU Research Expo - 2017
NYU IDM/ITP Showcase - 2017

Skills

User Experience Design
User research
Visual design
Systems thinking
Wireframing & Prototyping
Alignment workshops
Design systems
Design & Research Operations
Motion graphics
Growth minded
Customer Empathy
Collaboration & Facilitation

Tools

Adobe CC
Figma
Sketch
Zeplin
Invision
Confluence
JIRA