

# Chengfan Tang

Product designer

[chengfan.design](http://chengfan.design)

[chengfan.tang@gmail.com](mailto:chengfan.tang@gmail.com)

[linkedin.com/in/chengfan-claudia-tang/](https://linkedin.com/in/chengfan-claudia-tang/)

## EDUCATION

### ArtCenter College of Design

Expected 2025, Pasadena, CA

MDes in Interaction Design

### Xi'an Academy of Fine Arts

2010 - 2014, Xi'an, China

BFA in Experimental Art

### Seattle Central Creative Academy

2020 - 2022, Seattle, WA

Graphic Design & Interaction Design

## TOOL

### Prototyping

Figma • Adobe XD • Sketch

### Web

HTML • CSS • JavaScript • Webflow

### Design

Adobe Creative Suite (Photoshop • After Effects • Illustrator • Premiere Pro • InDesign) • Unity • Blender

## SKILL

### Interaction

Design System • Research • A/B Testing • Information Architecture • Usability Testing • Storyboarding • Personas

### Product

Visual Design • Motion Design • Branding • Packaging Design • Illustration

## CERTIFICATE

Google UX Design Professional Certificate

Microsoft Reach Mentoring Program

## WORK EXPERIENCE

### DreamFlow(Kaze) | Product Designer

Dec 2024 - Current, Seattle, WA

- Developed End-to-End digital product design including responsive web and mobile-first platforms, improving usability and driving user acquisition for a high-traffic ToC product.
- Conducted High-Fidelity UX/UI design for various tools, refining user flows and interactions to enhance usability and maximize conversion rates.
- Developed branding strategies with a cohesive visual identity, ensuring brand consistency and credibility and user trust for a large-scale consumer product.
- As founding designer, established the design foundation, built, maintained, and evolved a scalable design system.
- Defined workflows, and performed cross-functional collaboration with engineers, product managers, marketers, and copywriters in an agile environment to shape the overall product experience.
- Conducted regular prototyping presentation and communicated with developers for handoff. Completed design validation and QA to ensure accurate design.

### Nexa AI | UI/UX Designer

Jul 2024 - Dec 2024, Seattle, WA

- Designed responsive websites for desktop, tablet, and mobile devices that ensured seamless cross-platform display, leading to an innovative layout redesign that refreshed the brand's identity.
- Spearheaded the design of an AI Model Hub web interface and user experience, creating a centralized platform for developers to search, create, and interact with AI model repositories
- Developed a comprehensive design system that promoted collaboration within cross-functional teams and enhanced consistency, efficiency, and scalability across the platform.

### Reinvent Home Design | Product Designer

Jan 2024 - Jul 2024, Seattle, WA

- Designed a responsive furniture e-commerce retail website, leveraging user research and A/B testing to optimize information hierarchy and efficiency in the furniture purchasing process.
- Drove a data-driven design solution leveraging user feedback and behavioral data.
- Iterated designs with latest UI trends and applying modern UX methodologies and usability heuristics.

### Rise2Gether | Product Designer

May 2024 - Current, Seattle, WA

- Designed the website and event pages to support the non-profit mission of fostering a strong community network.

### Ausnutria | Product Designer

Jul 2015 - Mar 2016, Changsha, China

- Redesigned an e-commerce website and mobile app through extensive research and collaborative prototyping with engineers.
- Revamped modern packaging design, enhancing consumer perception and market competitiveness.