

Fred Tan

UX Designer

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About Me

Passionate, creative, and collaborative UX Designer aiming to craft effective and enjoyable digital solutions. Believes in aligning business strategy with human insights, applying user-centered design principles, and writing to empower. Prefers Figma with a side of XD.

Education

UX/UI Design Immersion, CareerFoundry | Online

Apr 2021 - Apr 2022

- 500+ hours of UX/UI Design study and implementation, resulting in the end-to-end design of 2 applications. Specialized in UI Design.

UX/UI Design Projects

Bacon, Android Responsive eWallet App | CareerFoundry Case Study

Jun 2021 - Dec 2021

- Applied a mobile-first approach and user-centered design process to craft a responsive web app for secure digital payments and money transfers.
- Conducted competitive analyses, surveys, and user interviews to gather quantitative and qualitative data to develop personas, user flows, site maps, and wireframes that balanced design aesthetics with intuitive functionality.
- (Adobe XD) Designed high-fidelity screens, mockups, prototype, and style guide based on end-user feedback and stakeholder requests.

FitIn, iOS Fitness Web App | CareerFoundry Case Study

Mar 2022

- Developed the experience strategy, visual design, and interaction for a fitness scheduling web app based on provided user research and persona.
- Leveraged UI Design principles to create a loading animation, mood board, and style guide.
- (Figma) Crafted high-fidelity screens, mockups, and prototype, including tablet and desktop breakpoints.

Experience

Junior Automotive Merchandising Specialist | Redline

Oct 2020 - Feb 2021 / NJ, USA

- Photographed, video graphed, and stickered used/new cars for seven local car dealerships.

Educational Evaluator | Norton Norris

Jul 2019 - Feb 2020 / Chicago IL, USA

- "Mystery shopped" colleges/trade schools nationwide; gathered/analyzed qualitative data.

Product Specialist | All American Ford

Sep 2017 - Jul 2018 / Hackensack NJ, USA

- Collaborated with departments (Mgmt, Sales, Service, Detailing) to maintain/sell 100+ car fleet.

Skills

Design

UX strategy
UI principles
User flows
Site maps
Concept sketches
Wireframes
Prototypes
Mockups
Animation
Style guides
Design systems
Branding

Research

Competitive analysis
User surveys
User interviews
Personas
Usability testing
A/B testing

Tools

Design

Figma, Adobe XD,
Balsamiq, Wix

Research

Google Forms, Optimal
Workshop

Product / Project Management

Slack, Google Sheets,
Google Docs, Agile,
Scrum