

Kaidi, Fan

Portfolio
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LinkedIn

EDUCATION

Indiana University Bloomington

2023.8 - 2025.5

- Master of Science in Human-Computer Interaction / Design

Shaanxi University of Science & Technology

2015.9 - 2019.6

- Bachelor in Product Design (DEAN list)

WORK EXPERIENCE

CVTE · UI&UX Designer

2019.7 - 2022.6

Seewo - “Video Maker” Interactive Micro-Lesson

- Built a cross-platform application to help teachers make video materials efficiently for online education
- Improved the end-to-end experience by conducting user interviews, structuring persona, and analyzing data(investigating statistics) to acquire teachers’ needs to make data-driven design decisions
- Increased weekly retention from 9% to 22.57%, and reached a total of 1,860,000 users

Bytello - Device Management System (DMS)

- Created a remote multi-device management system to improve efficiency of IT administrators' work
- Established DMS from scratch as a sole UI designer. Created, refined and tested prototypes for key functions to enhance usability
- Organized and coordinated team schedule for product delivery while iterating 13+ versions, resulting in over 10K licenses sold and returning \$1 million.

Bytello - Interactive Smart Whiteboard System

- Created own new brand, optimized system user experience
- Collaborated with researchers, PMs, engineers, and expert designers to troubleshoot UX problems, by conducting qualitative testing, including card sorting, observation, and AB test.
- Implemented multi-windows features, added 3 functions and gesture control, improving users’ satisfaction from 62% to 81%

SKILLS

- **User Research:** Interaction Design, Information Architecture, User Interface Design, Usability Testing, Graphic Design, Interviews, Surveys, Card Sorting, Ethnography, Participatory Design, Data Analysis, Heuristic Evaluation, Personas, Wireframes, Competitive Analysis, Experience Maps, Scenarios, User Journeys, Storyboards, Task Flows.
- **Toolkit:** Figma, Sketch, Prototype, Photoshop, XD design, Illustrator, Tableau, Blender, Spline.