

Kaidi Fan

An analytical product designer with 3+ years of full-time experience in building tool-based platforms.

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[LinkedIn](#)

[Portfolio](#)

PROJECT EXPERIENCE

UX Designer (Desktop, B2C)

Sep 2021 - Jul 2022

Full-time - Seewo education pod (Micro Video Maker)

- Built a cross-platform application to help teachers make video materials efficiently for online education.
- Improved the end-to-end experience by conducting usability testing, and analyzing data to gain insight into users' needs, enhanced the seamless video recording and editing process.
- Increased weekly retention from **9% to 22.57%**, and reached a total of **1,860,000 users**.

UI Designer (Web, B2B)

Apr 2020 - Jun 2021

Full-time - CVTE Overseas pod (Device Management System)

- Created a remote multi-device management system to improve the efficiency of IT administrators' work.
- Built an IoT platform from scratch, as a single UI designer creating, refining, and testing prototypes of key features to enhance **usability** and establish our **design system**.
- Iterated 13+ versions, selling over 10K licenses and **returning \$1 million** in one year.

UX Designer (System, B2C)

July 2019 - Aug 2021

Full-time - CVTE Overseas pod (Android Smartboard System)

- Collaborated with PMs, engineers, and senior designers to troubleshoot system problems through usability testing.
- Enhanced innovation to implement **multi-window** functionality and consistency, optimized operational usability and **gesture control**, and increased user **satisfaction from 62% to 81%**.

UX Designer

Aug 2024 - Dec 2024

Sponsor project - Kroger x Instacart

- Collaborated with Kroger designers to address communication gaps between Instacart and Kroger, focusing on improving customer satisfaction of return process.
- Handed off our solution to Kroger's design team, receiving positive feedback for its potential to improve the customer return experience.

EDUCATION

Indiana University of Bloomington (GPA3.74)

Aug 2023 - May 2025 (Exp.)

Master of Science in
Human-Computer Interaction

Shaanxi University of Science & Technology

Jun 2015 - Sep 2019

Bachelor in Product Design

Others

Awards

[2025 UX awards nominated awards](#)

[2024 Muse Sliver winner](#)

[2024 Creative Community awards](#)

2019 Toy Competition Silver
Award with \$5,000 rewards

Skills

Design: Information architecture, User interface, User flow, design system, Prototype.

Research: User interview, A/B test, Usability, User journey map, Affinity map, Card sorting.

Strategy: Design thinking, system thinking, User-Centered, Date-driven, Inclusive design.

Tools

Figma, Sketch, Adobe Photoshop, Illustration, Axure, Principle, Blender, Tableau