Brandon Win

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PROFESSIONAL SUMMARY

Accomplished Product Designer with 2+ years specializing in web3 applications, e-commerce, and UI/UX web design. Expert in leading design processes for both B2B and B2C sectors with a focus on creating scalable user experiences and cohesive design systems. I bring a proven track record in cross-functional team collaboration, UX enhancement, wireframing, and prototyping from concept to execution.

WORK EXPERIENCE

SureCost   New York, NY
Product Designer (Contract)   December 2022 – February 2023
- Achieved FDA compliance and enhanced user experience by collaborating with a team of 4 engineers to build 3 new product features within 2 months
- Revamped the SureCost web application's visual interface over a one-month period, owning a creative design vision that modernized user interactions and increased accessibility affordances
- Designed and presented a strategic overhaul pitch deck to the CEO and key stakeholders to showcase new product features and successfully align project vision to the company's business goals

Fairchain   New York, NY
Product Designer (Contract)   July 2022 – October 2022
- Increased user engagement by 20% and reduced contract signing delays by 50% by designing 5 new features on Fairchain's web application in collaboration with a team of 3 engineers and 1 product manager over 4 months
- Standardized design elements across app platforms by building a comprehensive design system that increased cohesiveness by 30% between web and mobile applications
- Enhanced brand visibility and user acquisition by designing a new marketing website that added 9 web pages and 6 app renders, effectively boosting market reach and creating a light onboarding experience

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UX Designer   June 2021 – October 2021
- Launched a new e-commerce website within a 3 month period, managing the project from inception to live deployment, which included design of landing pages, catalogues, and checkout process
- Improved product representation by conducting product photography and editing for 9 products that enhanced online sales
- Optimized user experience by conducting user interviews with 20 customers via Discord to facilitate an easy migration to Shopify for customer base

Freelance   Walnut, CA
UX Designer   March 2020 – August 2021
- Designed and developed 3 mobile and web applications using Figma, Adobe XD, and HTML/CSS, incorporating user feedback from interviews and A/B testing
- Built and iteratively improved my portfolio website over 8 months, which involved regular review sessions with mentors and adaptations based on evolving design trends
- Enhanced digital marketing effectiveness by creating graphics and conducting product photography during a 6-month social media internship, effectively increased brand awareness and online engagement

EDUCATION

New York University   New York, NY
BS, Integrated Design and Media   May 2022

SKILLS

Technology: Figma, Adobe XD, Photoshop, Illustrator, AfterEffects, InDesign, HTML/CSS, Javascript, Jira, Asana

Other: Servant Leadership, User Advocacy, Agile, Scrum, WCAG 2.1, User research, Design Systems