



Fangru Wu

Product Designer

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<https://fangrudesigns.com/>

About Me

I am...

A product designer with a focus on increasing user productivity. I have bachelor's & master's degrees for business but I decided to go back to school for design in 2014. I got into design primarily by self-learning.

I am most proud of...

I was leading our accessibility committee when I was working at Intersect, which was an important experience for me as I learned a lot about accessible design.

I am proficient in...

Figma, Sketch, Abstract, Zeplin, InVision, Adobe Illustrator, HTML, CSS

I also have experience with JavaScript.

Public Speaking / Keynote speaker

My topic - "How can we make the system scale effectively?"
Design Systems Vancouver Jul 2019

Experience

Stellar Labs / Senior Product Designer

JUL 2018 — PRESENT

Stellar Labs is building out a private flight management platform.

- Leading the client portal design which simplifies the private trip booking process and reduces the inefficient back and forth of emailing between the operators and their clients.
- Led the design for our quoting solution and shipped a few core features which facilitated the product adoption, such as invoicing, quote pipeline and advanced pricing engine features.
- Led the effort to consolidate our design system and improved the process for maintaining the system.

Intersect / Product Designer

OCT 2015 - JUN 2018

I was mostly working on fintech and insurance products from ideation to implementation. I redesigned an enterprise internal portal for one of the largest insurance companies in North America - With the new software, training time for call center employees decreased from 20 days to only 3.

Ad Lounge / Web Designer

MAY 2015 - AUG 2015

Redesigned the CMS-based website to allow for a scalable UI language and streamlined UX guidelines.

MOMO Technology / Digital Marketing Manager

APR 2013 - MAY 2014

In charge of a membership subscription team where I planned & operated online campaigns to drive subscription.