

# HEN DUAN

## PRODUCT DESIGNER

### Senior UX Designer | Carl December 23 - Present

- Enhance the quality of life for individuals with **dementia** and their caregivers through **empathetic and user-centered design**.
- Conduct comprehensive **user research** to identify the unique needs and challenges of diverse user groups.
- Develop intuitive user experiences through **wireframing** and **prototyping**, ensuring accessibility and usability.
- Create and **optimize user flows** to streamline navigation and enhance interactions for users across all platforms.
- Lead the implementation of **design systems** to maintain consistency and scalability across multiple products.

### Product Designer | Sayfer October 22 - January 24

- Addressed the complex technical demands of **cybersecurity** by delivering user-friendly design solutions.
- Engaged a **diverse user base**, tailoring designs for both highly technical professionals and non-technical stakeholders, such as accountants and lawyers.
- Refined existing user flows and design materials by gathering **user feedback** and analyzing usability challenges.
- Optimized the company website to enhance **client engagement** and drive business growth.

### Product Designer | Empire Media March 21 - November 22

- Led the design efforts for three financial products, ensuring alignment with **business objectives**.
- Developed and implemented new **design systems** to enhance product consistency and efficiency.
- Initiated and executed **redesigns** to improve usability and modernize visual styling.
- Collaborated with **product and development teams** to ensure seamless integration of design and functionality.

### UX & UI Designer | Freelance May 19 - March 21

- Provided UX consulting for existing websites, enhancing user **engagement** and satisfaction.
- Designed and built websites on the **WIX** platform, including e-commerce and landing pages.
- Created **graphic design** materials, such as banners and promotional content.
- Conducted **user research** to refine designs and align strategies with client goals.



## CONTACT

[Linkedin](#)

[My portfolio](#)

+34-613593490

henduan@gmail.com

Barcelona, Spain

## QUALIFICATIONS

"WE - Women Experience"  
UI Course / 2021

Tiltan College - Extensive  
UX & UI Course / 2020

She;Codes  
Web programming / 2020

Commanders Training /  
2015

Photography and Editing /  
2011-2014

## TOOLSET

Figma

Hotjar

Google Analytics

Sketch

Zeplin

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

## LANGUAGES

Hebrew - Native

English - Professional

Spanish - Basic