

HEN DUAN **PRODUCT DESIGNER**

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Experience

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, **resulting in a 20% increase in conversion rate**.

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 redesigns to improve usability and modernize visual styling, resulting in a **17% increase in time spent on different pages**.
- 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**.

Qualifications

"WE - Women Experience" **UI Course** / 2021

Tiltan College - Extensive **UX & UI Course** / 2020

She:Codes - **Web programming** / 2020

Photography and Editing / 2011-2014

Toolset

Figma | Hotjar | Google Analytics | Sketch | Zeplin | Adobe XD | Photoshop | Illustrator | InDesign

Languages

Hebrew - Native | **English** - Professional | **Spanish** - Basic