

# Fangru Wu

Product Designer

[fangruwu.com](http://fangruwu.com)

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Problem solver specialised in rapid prototyping using InVision/Framer/Principle or pencil sketches.

Also front-end developing some of them.

## SYMBILITY INTERSECT

2015.10 - Present

### PRODUCT DESIGNER

Rapidly produce and iterate multiple concepts and prototypes.

Experience in connected product design, eg. an interactive app controlling adult toy.

Experience in fintech and digital banking user interface design.

- Most recently, redesigning an identity protection product to attract millennial segment, including onboarding experience and dashboard.
- Redesigned a small merchant facing dashboard to be interactive, intuitive and actionable.
- Revamped a traditional personal lending experience and provided a modern and intuitive look.

Experience in reinventing digital insurance experience.

- Redesigned an enterprise internal portal for one of the largest insurance company in North America - With sleek new software, training time for Call Centre employees decreased from 20 days to only 3.

## AD LOUNGE

2015.05 - 2015.08

### WEB DESIGNER

Redesigned the Ad Lounge website to be mobile-friendly with a more clear structure and a unified visual identity.

Working remotely with the development team to make the website live.

## MOMO TECHNOLOGY COMPANY LIMITED

2013.04 - 2014.05

### DIGITAL MARKETING MANAGER

Collaborated with creative team, product managers and business owners to determine concepts and copy direction of branding and marketing initiatives.

Created and identified opportunities to optimize the user experience by defining goals and needs for Momo membership features.

## MOMO TECHNOLOGY COMPANY LIMITED

2011.07 - 2011.12

### PRODUCT DESIGN INTERN

Participated in diverse user research activities including user interviews.

Created and maintained IA documentation including wireframes and personas.