Fangchen Dai - Digital Designer

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Currently based in Kemi&Rovaniemi, Finland after 10+ years studying and working in Beijing, China. Previous digital design work includes UI, UX, prototype design, 3D modeling and rendering, concept design, animation, video production, branding, illustration, and graphic and print design in design studios, Internet tech companies, and freelancer projects. I'm also interested in designing experimental interactive devices as self expression artistically.

DIGITAL DESIGN PROJECTS

XiangshuCloud UI redesign `toB` `full-stack` --> LINK   03/2022-07/2022 | Beijing, China

XiangshuCloud PC(Admin End), Mobile(Engineer End), Pre Sale PPT, Branding & Logo, etc.

Xiangshu provides FSM (Field Service Management) solutions for medium-scaled corporations in China. This start-up company was founded in April, 2021. The founder was expecting a new-era style of UI and VI to distinguish it from traditional FSM providers. I helped them build a brand new VI and UI&UX system, besides a set of pre-sales PPTs to set the tone for the style of PPTs afterward, and redesigned the PC platform on which admin users from the client companies can manage data and assign tasks to their engineers, and also the mobile App for engineers to use in the field.

ARCHE DAPP UI redesign `Web 3` --> LINK   01/2022-03/2022 | remote

ARCHE is a game platform based on Web 3. I am responsible for redesigning the PC and mobile side of DAPP. Modules: homepage, game list & game detail page, guild list & guild detail page, community & news & strategies, user center, and INO (Initial NFT Offering). I also designed a set of badge systems of 100+ 3D interactive icons.

Follow.top social network mobile UI redesign `NFT` --> LINK   10/2021-11/2021 | remote

SSPAI PRIME Key visual conceptual scene rendering `3D` --> LINK   01/2021-03/2021 | remote

XINIAO PunchCard MiniProgram on WeChat UI design `UI` --> LINK   05/2019-06/2019 | remote

UAN Pet Insurance Platform Logo & UI & 200+ illustrations of pets & print design `UI` `illustration` --> LINK   04/2017-06/2017 | remote

GO PACKING UX & UI redesign `UI` `UX` --> LINK   08/2015-10/2015 | remote

WORK EXPERIENCE

Full-stack designer *Xiangbin Technology (Beijing) Co., Ltd.)* --> LINK   07/2019-06/2021 | Beijing, China

Xuelu is an early-stage internet education platform. During the two years I worked there, I was solely responsible for the entire design process from the ground up and built a complete design system from scratch. My work ranged from early graphic materials such as the company logo, to multiple iterations of digital products including the Xuelu App, WeChat mini program, PC website, and mobile H5 pages. I handled everything from interaction prototypes, UI, and motion design, to ongoing support for operational design needs such as banners, campaign posters, roll-up stands, external presentation PPTs, and the cover design for the Xuelu handbook. All of this was done with a focus on high-quality and efficient output, while maintaining stable delivery and seamless collaboration with upstream and downstream teams. Visually, I ensured a high standard of design. For interaction design, I emphasized clear logic and a smooth, user-friendly experience. In implementation, I created designs that were low-cost to develop and scalable. I also conducted iterative testing to ensure optimal performance of the final online product. Search for "Xuelu" in the mobile app store or WeChat mini programs, or visit the website xuelu.co to view the launched application.

Digital designer *STOYARD Design Studio* www.stoyard.com   07/2016-12/2018 | Beijing, China

I provided professional design consultation according to the needs of clients in different projects, maintained good communication with customers, and continuously optimized the design until the project was finally implemented. In two years and six months of working here, I have participated in more than 10 projects and guaranteed their delivery. For details, please refer to the official website of STOYARD Design Studio: www.stoyard.com, on which you can search each project below to check the details of the project. My role is listed in the bracket after each project name.

1. Xinhuanet's Ci-Park - WeChat Mini Program (conceptual scene modeling and rendering, animation production, part of UI design) --> LINK
2. City of Design (Beijing) - key visual illustration (modeling and rendering) --> LINK
3. URA (Urban Revitalization Associates) - Geographic Information System UI Design (web UI, UX product optimization, demo video production) --> LINK
4. YIER Wood Furniture Design Studio - website (user flow chart, adaptive PC & mobile UI) --> LINK
5. Torneto.cn CMS Platform - website (product design, adaptive PC & mobile UI, motion design, 3D modeling, video production) --> LINK
6. Gimi Mobile Social Platform of Beauty and Skin-care - mobile website (mobile UX and UI on WeChat platform, logo design, motion design) --> LINK
7. BeijingFun - tour route discovery game (product design, UI Design, demo video production) --> LINK
8. mBaby Parent-Child Article Platform - website (prototype design, UX optimization, mobile UI, PC adaptation of key pages) --> LINK
9. HIWORK Co-Working Space - website (3D modeling & animation design) --> LINK

I also took part in other projects for other clients, such as AirProce Air Purifier website, Rokid Smart Speaker website, and in-house creative projects: ICON Portfolio Displaying WeChat Mini Program, STOYARD WeChat Mini Program Version 1.0, etc.

EDUCATION

Master of Sustainable Art and Design University of Lapland   08/2022-07/2024 | Rovaniemi, Finland

Make the Smell Dancing: Designing an Experimental Interactive Purifying Device Near an Open Fire for Frequent Users in Finnish Lapland   thesis online

Master of Translation and Interpreting Beihang University   09/2014-06/2016 | Beijing, China

Bachelor of Information Management and Information Systems Capital University of Economics and Business   09/2010-06/2014 | Beijing, China