

Hua Fan

HWAH FAN

Creative and strategic design leader with 8+ years of experience in digital product design for top-tier clients. Track record of driving cross-functional teams to deliver scalable solutions

www.fanhua.space

206-915-9334

thheebody@gmail.com

Education

2018

Carnegie Mellon University
MSc Integrated Innovation
for Products and Services

2017

University of Washington
BSc Human Centered
Design & Engineering

Skills

Design

Vibe coding, Design systems, UI/UX design, Visual design, Prototyping

Research

User research, Usability testing, Competitive analysis, Design auditing

Others

Filming, Creative writing, Game dev, Standup comedy, Sketch comedy

McKinsey & Company

Principal Designer

2026-Present

Led a five-person design team in creating the world's first AI personal trainer for a global fitness-equipment provider, driving 50,000+ new subscriptions at launch.

Associate Design Director

2024-2026

Drove the product vision and prototyping for a GenAI-enabled AR workforce-management tool, supporting an HR SaaS client's successful \$10M+ funding effort.

Created xDS, McKinsey's client-facing, white labeled design system, creating 1,200+ unique components, boosting design efficiency by over 55%.

Senior Designer

2021-2023

Spearheaded design of *Catalyst Zero*, a McKinsey Sustainability solution. Standardized UI/UX that powers 7 distinct applications to 110+ clients, increasing client service capability by 75%.

Piloted a pill pack companion app for a healthcare provider specializing in chronic conditions, increasing patient medication compliance by 15% and customer adoption by 30%.

Designer

2019-2020

Orchestrated with the WHO to rapidly develop its first COVID readiness reporting portal within 4 weeks of the initial outbreak, providing key data for decision makers to allocate funding and supply.

Design Intern

2018

Guided a Central America's regional bank to establish its first in-house UX team. Coached client's designers to create their first E2E online credit card application experience, offloading counter traffic by 40%.

General Electric Company

Intern

2016

Established the information architecture of a Salesforce price engine. Facilitated data migration from legacy DB, reducing data error rate from 7% to 3.5%.