



WORK EXPERIENCE

Sr. Product Designer @ GemFair (Part of De Beers Group)

Aug. 2018 - Present, London

Lead design vision and strategy across the entire product lifecycle for the world's first digital traceability system for the diamond supply chain. I established a robust design process while growing and leading an in-house design team.

- + Design an end-to-end interconnected digital system for a vertically integrated diamond supply chain to ensure source to market traceability and transparency. Over 4.5k traceable diamond transactions have been processed through the system in 1.5 years.
- + Increase 188 % of acquisition by developing a mine management system with a system design approach.
- + Shape the user experience across the GemFair product portfolio by leading user research to address both the business and user needs.
- + Influence business decisions by conveying design concept, mock-up and research result with clear communication skills and visual presentation to senior stakeholders.
- + Lead the design team and manage the incoming requests for work, prioritise, delegate projects and set appropriate targets for the team members while providing leadership and mentorship.
- + Collaborate closely with a team of 2 to 4 engineers as well as cross-functional teams.
- + Establish and evolve GemFair's design systems, design standards, documentation, and processes.
- + Lead monthly team discussions about emerging tech and design trends around the digital world; host quarterly workshops for team collaboration.

UX/UI Designer @ Sky UK

Apr. 2017 - Aug. 2018, London

Focused on data-informed design approach in designing TV user journeys for Europe's largest and leading media/entertainment company with millions of weekly viewers across Europe.

- + Improved Interactive TV user experiences by redesigning user journeys on Sky plus set-top box successfully reduced dropouts (-20%) and increased conversion rates (+28%).
- + Led end-to-end user journeys across both Sky Q & Sky plus platforms with 23 million subscribers.
- + Introduced Sketch app to the design and successfully migrate the design tool from Photoshop to Sketch app for better collaboration.
- + Initiated and built the first design system in Sketch for the interactive team.
- + Creation and analysis of a data dashboard to monitor the product performance of customer journeys which was utilised by the full Interactive TV team.
- + Collaborated closely with user researchers, engineers, product owners, business analysts and data scientists.
- + Influenced Sky product portfolio by joining weekly design review where to provide critique and feedback.

UX/UI Designer @ Quanta Computer Inc.

Dec. 2014 - Feb. 2017, Taipei

Led end-to-end digital product design for the Internet of Things (IoT) smart home devices and their commercial portfolio including brand identities, web design and marketing materials.

- + Designed digital products for different platforms, such as mobile, tablet and desktop.
- + Led end-to-end digital product design for the smart home device - EQL collections. Defined and visualized user interface for both iOS, Android and interactive design for LED indicators based on user experiences.
- + Led design on AuroMask app which was selected as a product to represent Quanta at the CES show in 2017 in Las Vegas.
- + Collaborated with the marketing team to strategize and define the user experience for the product website, including visual design for branding and marketing of the IoT smart home appliances.

APPLIED SKILLS & TOOLS

Leadership

- + Team building
- + Mentorship
- + Decisiveness

Tools

- + Figma/Sketch
- + Invision/Zeplin
- + ProtoPie
- + Trello/Jira
- + FigJam/Miro/Notion
- + Adobe Creative Suite

Digital product design

- + System design
- + Interaction design
- + Interface design
- + Responsive design
- + Information architecture
- + Journey mapping
- + Visual analytics
- + Wireframing
- + Prototyping
- + Motion graphics
- + Web/mobile/TV

User research

- + Usability testing
- + User interviews
- + Focus group
- + Ideation workshops

Visual design

- + Brand identities
- + Animation
- + Communication material
- + Marketing material

Wei-Ting Fu

Sr. Product Designer

Over 7 years of experience across web, mobile (iOS & Android) and TV.

I help companies solve complex problems, and deliver meaningful and innovative products via systems design approaches.

Currently working on a side project designing an app for a canal route planner 🗺️.

📧 weitingfu.com

✉️ weitingfu7@gmail.com

☎️ +44 7521295547

🏠 London

ACTIVITIES

Apr. 2021 - Present Mentor @ Black valley. <https://blackvalley.co.uk>

Jan. 2020 - Present Mentor @ Design Club. <https://designclub.org.uk/>

Dec. 2018 - Present Member of Inclusion & Diversity group @ De Beers Group