

Talent ID: 73829

Title: IVF Professional & Product / UX Designer

Location: San Diego, USA

Summary

Experienced IVF professional and UX designer with a strong background in creating user-centered digital solutions for fertility clinics and healthcare platforms. Skilled in designing innovative products that improve patient experiences, particularly in fertility treatments like IVF. Adept in using design tools to create seamless digital interactions and applying user research insights to optimize user experiences. Proven ability to coordinate complex workflows and contribute to the development of medical and wellness platforms.

Professional Experience

UX Designer

Confidential Organization

- Led the design and development of a mobile app for an AI-driven coaching platform, improving user experience during internal testing.
- Designed and developed business websites to showcase platform features and profiles, utilizing design tools such as Figma and Webflow.

UX Design Intern

Confidential Organization

- Assisted in the design of digital experiences, focusing on user research, prototyping, and user interface improvements.

UX Design Intern

Confidential Organization

- Contributed to various design projects, including user testing and refining UI/UX elements based on feedback.

IVF Coordinator

Confidential Fertility Clinic

- Managed and guided patients through infertility treatment cycles, including IVF, IUI, and ovarian rejuvenation.
- Coordinated with third parties such as sperm/egg donors and surrogates to facilitate treatment plans.

Project: IVF Tracking App

Solo UX Project

- Conceptualized and delivered a mobile app design to help IVF patients manage their treatment process more efficiently, reducing stress and improving task management.
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Education

Bachelor of Arts in Behavioral Neuroscience

Confidential University

Google UX Design Certificate

Confidential Online Platform

Certifications

- Google UX Design Certificate
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Skills

- **Design Tools:** Figma, Miro, Photoshop, Adobe XD, Webflow, Procreate
 - **UX & UI Design:** User Research, Usability Studies, Visual Design, Journey Mapping, Prototyping, Competitor Analysis, Branding
 - **Fertility & Healthcare:** IVF / Fertility, Patient-Centered Design, Fertility Clinic Workflow Coordination, Knowledge of Reproductive Health, Patient Education, FemTech
 - **Web Development:** Webflow Development
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Languages

- English (Fluent)
- Mandarin Chinese (Fluent)
- Cantonese (Fluent)
- Japanese (Conversational)

Membership

- Member, Professional Design Associations
- Member, Fertility & Healthcare Technology Networks

Areas of Interest

- Digital Solutions for Fertility
- Patient Experience Design
- FemTech Innovation

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