

# Justin Fang

Product Designer based in Hong Kong

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[Portfolio](#) →

## Experience

### Crypto.com | Product Designer - Card & AI

Oct 2024 – Present

- Spearheaded the research, design, and handoff of the new cryptocurrency credit card product mobile experience from 0 to 1, resulting in over 29k applications & 2X app downloads in week 1, and hit \$30.5M card spend
- Revamped the Crypto.com card subscription journey by partnering with product managers, introducing a new program that boosted enrollment by 70%
- Led the discovery, scoping, user testing, and end-to-end design of an LLM-powered AI conversational search feature aimed at enhancing user discovery and search experience
- Scaled and standardized the legacy card management feature design across 7+ regions, improved customer experience for over 1M users
- Planned and implemented new collaboration workflows (File management & Design QA) to enhance team efficiency
- Facilitated design critiques and provided structured feedback across squads

### OKX | Product Designer - Asset & Financial Product

Sep 2023 – Sep 2024

- Owned end-to-end redesign of the deposit experience across web and mobile, achieving 20% conversion lift and cutting completion time from 25s to 17s via A/B testing
- Collaborated with PMs to identify user pain point for asset transaction and management features for 100K+ monthly active users, leading to a 54% decrease customer service inquiries
- Advocated for design system adoption for UI consistency, resulted in a 30% increase in component usage and reduction on QA effort

### Bowtie Life Insurance | Product Design Intern

Jul 2022 – Aug 2022

- Identified a key user pain point in the internal platform that hindered underwriters' workflow efficiency; ideated and developed an optimized filtering feature that reduced search time for insurance applications by over 45%
- Supported design system (Bowkit) maintenance & scaled the usage of design tokens

### Livi Bank | UX/UI Design Intern

Jul 2021 – Aug 2021

- Led a team of 4 to design an innovative AI expense managing feature that automates the tracking process. The project was awarded during the internship
- Held usability and concept testing sessions as part of the UX research for the new-launching Livi app rewarding centre feature

## Education

### The Hong Kong Polytechnic University Communication Design

- Taiwanese student association
- Undergraduate researcher
- Full-tuition academic scholarship

## Skills

### Design

Wireframing, Prototyping, Visual design, Storyboarding, Design system, Information architecture

### User Research

Ethnographic research, User interview, Shadowing, Journey mapping, Card sorting, Affinity map, A/B Testing

### Tool

Figma, Sketch, Adobe XD, Framer, Photoshop, Illustrator, Miro, Jira, Notion, Amplitude, Mixpanel

### Code

Cursor AI, HTML/CSS, Github

### Language

English (Professional)  
Chinese (Native)  
Cantonese (Entry)