

LIBIN FAN

UI/UX DESIGN AND RESEARCH

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SKILLS

UX Research & Analytics	User Interviews, Usability Testing, A/B Testing, Survey Design, Data Analysis
Technical Tools	Figma, Qualtrics, Dovetail, R, Python, Excel, Tableau, Notion, Miro
Research Methods	Mixed Methods, Experimental Design, Behavioral Analysis, Accessibility Testing
Soft Skills	Empathy, Storytelling, Strategic Thinking, Cross-functional Collaboration, Agile Environment
Languages	English (Fluent), Mandarin (Native), Cantonese (Native)

EXPERIENCE

Bioby.ai Product Designer | remote

July 2025 - Present

- Led the end-to-end design of Bioby.ai's public-facing website, focusing on clear product messaging, user onboarding, and brand positioning.
- Designed the core CRM platform used by brands and content creators to manage outreach, deals, payments, and client relationships.

University at Albany, SUNY Research Assistant | Albany, NY

August 2019 - May 2024

- Led and supported **4+ user-focused research projects** exploring digital behavior, educational access, and social well-being, reaching over 2,000 participants
- Designed and conducted **50+ in-depth interviews and focus groups**, gaining rich insights into behaviors, emotional responses, and communication needs
- Used **Stata, Python and R** to clean, analyze, and visualize behavioral data from large-scale datasets (Add Health, CFPS), revealing UX-related trends in engagement and trust
- Collaborated closely with a multidisciplinary team, where I learned to **translate complex data into stories** that resonate across student audiences

Guangxi Minzu University Researcher | China

Sep 2014 - July 2019

- Analyzed academic and **behavioral data** from 3,000 students, identifying performance disparities and digital access gaps among ethnic minority groups
- Designed and implemented large-scale surveys and conducted interviews with students and faculty to assess **user experience with educational platforms** and support systems
- Built regression and survival models to evaluate the impact of digital learning programs, revealing a **15% increase in engagement** among students with targeted interventions
- Collaborated across departments to deliver data-driven recommendations.

FleishmanHillard Account Executive | Shanghai, China

Sep 2012 - Jul 2013

- Collaborated with clients like Philips to design and execute integrated communication strategies grounded in user insights and audience segmentation.
- Analyzed engagement data and campaign performance metrics to evaluate user response and optimize content experience.
- Produced press materials, client briefs, and digital content tailored to target personas across healthcare and consumer sectors.

PROJECT

UX/UI Design and Research for VosynVerse, an AI-powered platform by Vosyn.ai

- Led user research and usability testing to understand user interaction patterns with AI-generated content and avatars.
- Created low- to high-fidelity prototypes in Figma, focusing on intuitive UI for scene customization, voice integration, and real-time preview.
- Collaborated with AI engineers to refine conversational UX and ensure seamless integration of AI-generated responses and visual feedback.
- Check out my other projects [here](#)**

EDUCATION

Cornell University, UX Design Certificate

2025

University at Albany, State University of New York, PhD in Sociology (Focus: Data Analytics & Human Behavior)

GPA: 3.92 / 4.0

Current

University at Albany, State University of New York, MA in Women's, Gender & Sexuality Studies

Dec 2022

Hong Kong Baptist University, MA in Communication

GPA: 3.4 / 4

Jul 2014

Shanghai International Studies University, BA in Business Administration

GPA: 3.2 / 4

Jul 2012