

Cathy Fang

Product Designer & Leader

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10 Years of Design Experience

Creative, data-driven problem solving with a focus on effective solution implementation.

Design Different Products

Design a wide range of products across software (Autodesk), e-commerce (Wayfair), and finance (Capital One).

Proficient Individual Contributor

Expert in Figma and diverse design tools, specializing in reusable, maintainable designs.

Team Leadership & Management

Building, managing, and mentoring design teams.

About me

I am passionate about innovative problem-solving in design as an experienced Individual Contributor, focusing on empowering designers and building teams that facilitate seamless cross-functional collaboration.

Skills

- Figma
- Design System
- Design Leadership
- Ideation Facilitator
- User Research
- Design Thinking
- Design Vision
- Design Mentorship
- Product & Design Strategy
- HTML/CSS
- Data Analysis

Latest 6 years of experience



Sr Product Design Lead/Manager

2021 - 2024

My Role

- Designed and implemented high-impact projects for Wayfair's key B2B and upper funnel features, including onboarding and navigation.
- Collaborated with Wayfair leadership to shape and refine the product vision, contributing hands-on as an Individual Contributor.
- Mentored and guided Wayfair designers in creating reusable design system components, fostering a strong team culture.

High Impact Projects

Redesign: Wayfair B2B and B2C Navigation

As the lead designer, I:

- Led the entire discovery to delivery design process for Wayfair's B2C and B2B website navigation redesign, serving 22 million global customers and organizing 13 million SKUs across 900 categories.
- Coordinated with over 20 stakeholders to create and implement a unified, high-impact redesign strategy.

Outcome:

- The new navigation design saw 6M annualized clicks, resulting in a 15% increase in engagement compared to the previous version.
- The new navigation design saw 500K clicks in the first month; downstream conversion increased 5% following engagement with the header.

Feature Launch: Wayfair B2B Project Shopping List

As the lead designer, I:

- Crafted design solutions from scratch to enhance cross-product category shopping, addressing the needs of 4 million global B2B customers.
- Collaborated closely with analytics, marketing, and sales teams to align project goals and integrate diverse insights.
- Led cross-departmental workshops for ideating and refining high-impact design solutions.

Outcome:

- Achieved a notable 11% increase in customer engagement across various product categories during the A/B testing.
- A significant 2.26% of the testing group's users actively utilized the new feature.



Sr Product Designer

2020 - 2021

My Role

- Designed and launched the Parameters Service for Revit in Autodesk Construction Cloud.
- Defined product vision and execution plan for Infracore, Civil 3D, and Revit.
- Designed and implemented reusable components for Building and Infrastructure family products.
- Identified patterns and successfully built and implemented the Autodesk cross-product design system.

High Impact Projects

Initial Launch: Cloud Parameters Service API for Revit (Architectural Design Software)

- Led the design of the Parameters API from inception, aligning it with user needs in the Autodesk ecosystem through targeted research and testing.
- Collaborated closely with developers, balancing design functionality with technical feasibility.
- Rapidly iterated on designs in an agile setting, responsive to user feedback and technical constraints.

Outcome:

- Achieved a notable uptrend in user adoption among the target audience within the first six months, indicating the strong appeal and effectiveness of the initiative.



Principal Product Designer

Capital One • 2019 - 2020

My Role

- Defined product vision and roadmap in collaboration with the product manager.
- Led end-to-end product design, including design sprints, ideation, and usability research.
- Established a mobile design system and onboarded teams.
- Mentored intermediate designers.

High Impact Projects

Initial Launch: Payment Feature for Canada Mobile App

I led end-to-end design for the Initial Launch: Payment Feature on a Canada Mobile App, serving 3 million users as the sole designer, overseeing the entire process from discovery to delivery while continuously iterating and improving

Outcome:

- 42% enrolled for the payment feature Out of those customers who didn't enrolled (58%).

Redesign: Canada Mobile App (iOS & Android)

I led the redesign of our mobile app, closely collaborating with the development teams, while also establishing crucial design systems. Moreover, I provided mentorship and guidance to 2 designers, enabling them to make significant contributions to the project.

Outcome:

- Successfully launched 7 features within a year, with adoption rates meeting or exceeding Key Performance Indicators (KPIs).



Senior Product Designer

Capital One • 2017 - 2019

My Role

- Optimized the product design process for acquisitions by identifying and addressing knowledge gaps.
- Guided the team through the full design process and consistently improved UX/UI through data analysis.
- Provided mentorship to internship designers.

High Impact Projects

Initial Launch: findyourcard.capitalone.ca - First-to-Market Product

As the end-to-end designer for this project, I played a pivotal role in shaping its design and user experience.

Outcome:

- Led to a 33% reduction in customer decline rates.

Redesign: Capitalone.ca

I collaborated closely with the creative director to ensure a seamless user experience that aligns with brand guidelines.

Outcome:

- Achieved a 12% increase in online credit card enrollments from the website.

10 years of experience with amazing companies



Education

Master of Design

OCADU (Ontario Art and Design)

Specialization in user experience research and interactive design

Bachelor of Design & Engineering

Guangdong University of Technology

Specialization in industrial design