

Bowen Gan

Designer

Email: gan.bo@northeastern.edu

Location: 1175 Boylston Street, Boston, MA

Experience

LIAIZON, Boston | UX/UI Designer

May 2025 - PRESENT

- Led user research and interviews to improve collaboration flows, increasing user engagement with team formation by 20%
- Designed HI-FI mobile UI screens, collaborated across front-end and back-end teams from a product management perspective to improve workflow efficiency and deliver an MVP within 2 months.

Donation CRES program, Boston | UX researcher

JUL 2024 – Sep 2024

- Conducted user research to optimize donor experience, increasing engagement by 25% and completed donations by 15%
- Directed UX research activities, collaborating with business analysts and designers to create a product that balanced user desirability, technical feasibility, and economic viability
- Led and facilitated two design thinking workshops

Shaanxi Ding Heng Advertising and Cultural Communication Co., Ltd., China | UX researcher

JUL 2022 - JUL 2023

- Collaborated on effective advertising campaigns, including eco-friendly fashion brand promotion, with creative brainstorming and channel selection that taught local residents about best practices for multi-stream recycling in the community
 - Contributed to innovative social media advertising concepts, including social media video ads with over 2,000 unique views
 - Supported monitoring and evaluation of campaign performance, leading to improvements in an eco-friendly community

Product Design I Community Used Toy Closet Services, China

JAN 2022 - JUL 2022

- Designed four new features (50+ screens) & revamped three user flows (80+ screens) for the app and web
- We set up a group of 20 parents interviews to inform how their children respond to new toys and how they play and interact with the toy closet.

UI Designer I Gong Cha Tea, China

MAY 2021 - JAN 2022

- Created the whole App system design and coded the front-end and back-end of the app using Java.
- Designed 50+ responsive UI Hi-Fi pages
- Gained 3,000 users within a year, feedback received indicated that they found the UI easy to use and visually appealing.

Summer Research Intern I SKP, China

JUN 2018 - JUL 2018

- Conducted research on 300 customers' preferences for different jewelry styles across various age groups.
- Designed the entire store layout, lighting, Designed the entire store layout, lighting, merchandise display, and 3D modeling

Portfolio link: www.bowenux.net

[LinkedIn URL](#)

Education

Northeastern University, Boston MFA , Experience Design

SEP 2024 – July 2026 (EXPECTED)

Courses: Notational Systems, Research Methods, Prototyping, XR Design Studio, Design Systems

Peer-Pathways Mentor (Center for Student Involvement)

Xi'an Academy of Fine Arts, China BA, Fashion Design

AUG 2020- June 2024

Courses: Major in fashion design, Graphic design, Clothing design and jewelry design

Design Skills

User Research
Design Thinking
User-Centered Design
Behavior Analysis
Heuristic Evaluation
Competitive analysis
Website Architecture
Affinity Mapping
User flows
Wireframing
Prototyping
User Testing
A/B Testing
Visual Design

Tools

Figma
Adobe XO
Adobe Photoshop
Adobe Premier Pro
Java/JavaScript,
HTML/CSS,
Microsoft Excel
Sketch,
Adobe XD,
InVision
Axure RP,
Balsamiq, Proto.io,
Usability Hub
User Testing

Awards

Second Prize Merit Prize, Hong Kong Digital Art Design Competition (Dec 2023)

INSPIRE Scholarship - Awarded by RDA, Govt. of China (2015 - 2020)