

Fang He

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Product Designer with 10 years experience shaping enterprise platforms, B2B SaaS solutions, and consumer products at Roku and Visa. Experienced in re-architecting complex workflows, expanding design systems, and introducing AI-driven tools that reduce costs, improve efficiency, and scale adoption globally. Known for bridging product, engineering, and operations to deliver user-centered solutions that align with business strategy and measurable outcomes.

Experience

Senior UX product designer

Roku, Inc, San Jose, CA, USA

2021/12–Present

Owned end-to-end UX for Roku's business critical and innovative CMS and OVP platforms serving global business users. Defined UX strategy and roadmap in close partnership with Product, Engineering, and Operations. Led UX design for core products managing over 1 million content assets, directly enabling daily streaming quality for end users and driving platform-wide revenue growth.

- Re-architected content delivery and merchandising workflows to streamline ingest and support higher-volume publishing.
- Introduced AI-assisted quality control tools (auto-thumbnails, scene detection, caption QC) to reduce manual review and operational overhead.
- Designed advanced search and entity management (videos, series, live, sports) with bulk actions and filters to improve task completion and team throughput.
- Defined and evolved management and merchandising experiences for diverse content types (sports, series, movies, playlists), simplifying curation for global teams.
- Created data visualization and reporting dashboards to empower operations teams with real-time insights into content performance, delivery, and quality metrics.

Design system: Expanded Roku's design system with tokens and complex data components, reducing design and engineering rework while driving cross-platform UX/UI consistency

Senior Product designer

Visa, Inc, San Francisco, CA, USA

2021/01–2021/11

- Drove end-to-end design strategy for Visa's Smart Debit/Credit Certificate Authority (VSDC-CA), a B2B SaaS platform enabling secure certificate approvals for global clients and internal administrators; delivered a solution that generated \$20M annual revenue while ensuring compliance with Visa security standards.
- Designed the integration of Visa Installments into Visa Click to Pay, extending installment payment capabilities into a widely adopted platform; positioned the product to significantly increase acceptance, expand user adoption, and strengthen Visa's competitive edge in digital payments.

Product designer

Visa, Inc, San Francisco, CA, USA

2017/02–2020/12

- Designed and launched Visa Installments for debit cards in the US and UK markets, a new payment solution projected to generate \$20M in annual revenue with a 15× growth forecast by year five.
- Drove design for multiple Visa Installments RFPs, collaborating with product managers and sales to deliver client-ready prototypes; efforts led to signed contracts with major financial platforms including ChargeAfter and OnTab.
- Created Visa's internal monitoring tool (DMPD OperA), streamlining data workflows for 800+ analysts and developers across three business verticals, reducing reliance on manual reporting.
- Spearheaded the design of the Visa Business Portal, a unified entry point serving 8,000+ clients daily worldwide, improving accessibility and cross-product navigation for Visa's enterprise solutions.

Education

Master of Science-Human Computer Interaction (Industrial design track)

Georgia Institute of Technology, Atlanta, GA, USA ,

2014/08–2016/12

Master of Arts-Design Studies

Hunan University, Changsha, China ,

2013/09–2014/06

Bachelor of Engineering-Industrial Design

Hunan University, Changsha, China ,

2009/09–2013/06

Licenses & Certifications

Nielson Norman UX Certification

Pragmatic Management Certified - (PMC-I)

Awards

DNA Paris Winner - Synccomm AI

Farmani Group,

2026/07

GDUSA Inhouse Design Awards Winner - Roku content management

Graphic Design USA,

2026/06

UX/UI design Gold winner, Product design Silver winner - Synccomm AI

2026 Online Design Awards,

2026/06

London Design Awards 2026, Gold winner - Roku content management

International Awards Associate,

2026/05

London Design Awards 2026, Gold winner - Synccomm AI

International Awards Associate,

2026/05

Muse Design Awards 2026, Gold winner - Roku content management

International Awards Associate,

2026/05

Muse Design Awards 2026, Gold winner - Synccomm AI <i>International Awards Associate,</i>	2026/05
NY Product Design Awards 2026, Gold winner - Roku content management <i>International Awards Associate,</i>	2026/05
NY Product Design Awards 2026, Gold winner - SyncComm AI <i>International Awards Associate,</i>	2026/04
Titan Innovation Awards 2026, Gold winner - Individual Achievement <i>International Awards Associate,</i>	2026/04
Tokyo Design Awards 2026, Gold winner - Professional <i>International Awards Associate,</i>	2026/03
“Third-place Award”, National Industrial Design Contest for College Students <i>Guangzhou, Guangdong, China,</i>	2013/06
“Silver Award”, “Lotus Prize” International Industrial Design Contest <i>Changsha, Hunan, China,</i>	2013/01
“Second-place Award”, National Industrial Design Contest for College Students <i>Guangzhou, Guangdong, China,</i>	2012/06

Published Paper

Design Inspect Method for Medication Information Management Product <i>Packaging Engineering, China,</i>	2019/04
Simulator telemetry (STING) and head up display designer middleware <i>Automotive UI 2015, ACM, USA,</i>	2015/09

Jury

International Design Competition Jury <i>Orpetron Web Design Awards,</i>
International Design Competition Jury <i>Indigo Design Awards,</i>
International Design Competition Jury <i>German Stevie Awards,</i>