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BARBARA FANG

EXPERIENCE

Amazon

AI, UX Systems & Localization Designer 6.1.2022 - Present

• Design AI platform. Lead product and UX for Amazon Global Selling's AI design platform. Built a Claude, Skills, and MCP workflow that turns approved content into localized, editable assets with brand checks, UX QA, and human review.

• Email automation. Designed and launched an AI powered HTML email tool used across 1,000+ campaigns a year. Seven validation checks cut production from two hours to 17 minutes per email and errors from 63% to 29%, while avoiding ¥200K in annual vendor costs.

• China localization. Localize Global Selling and Marketing experiences for Chinese sellers across 19 marketplaces, including WeChat Mini Apps, email, and web. Lead UAT for translation, QR codes, inline media, and approval flows before launch.

• Seller Conference. Led visual direction for Amazon Global Selling China's Seller Conference from 2024 to 2026, reaching 22.4K onsite attendees and 12.4M+ online participants. Owned the key visual, presentation system, expo panels, and onsite materials.

• Research and measurement. Run ongoing research with Chinese sellers and operations teams through shadowing, short interviews, and case reviews. Track draft time, revisions, QA catches, and editing effort, then use the findings to improve design and content.

• China and global alignment. Connect China marketing and operations teams with US and global product partners. Frame problems around business and seller needs, align launch decisions, and keep work moving across time zones.

Verizon

Senior Designer 7.11 2021 - 11.12.2021

• Designed brand-aligned UI/UX systems and concepts for landing and home-page experiences, extending existing components while introducing new interaction and visual patterns.

• Created animation storyboards and cross-channel campaign assets under tight production timelines.

The Washington Post

Senior Designer 03.02.2021 - 07.11.2021

• Developed digital advertising concepts and proposal collateral with Marketing, Project Management, Brand, and Content teams in response to RFPs.

• Built reusable libraries of templates, specifications, imagery, and demo assets across platforms, and presented new advertising solutions to clients, agencies, and internal stakeholders.

EDUCATION

School of Visual Arts, New York

09.02.2014- 05.02.2016
MFA, Design for Social Innovation

University of Shanghai for Science and Technology

09.01.2010- 05.15.2014
BFA, Graphic Design

CORE EXPERTISE

AI-enabled product design
Technical UX
China localization
Design systems
UX research & UAT
Operational metrics

TOOLS & LANGUAGES

Figma
Adobe Creative Suite
LLM and agent workflows
Mandarin (native)
English (advanced)