



JOSH DUAN

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Location
Canada & China

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Online Portfolio
<http://joshduan.com/>

EXPERTISE

- Skills UX Design | UX Research | UI Design | Design System | AI-Driven Design Problem-Solving | Product Strategy | Project Management
- Tools Figma | Power Platform | Dynamics 365 | Copilot | Stable diffusion | Comfy UI | Adobe XD | Sketch | Adobe photoshop | Adobe illustrator
- Industries Insurance | Finance | Retail | News & Media | Community Platforms | Real Estate

EXPERIENCE

- Apr 2021 - Present

UX Associate Manager
Avanade | TD Insurance

 - Led end-to-end UX design for Insurance Digital Experience (quote-to-purchase flow), solving complex user journey challenges and driving high conversion rates.
 - Optimized workflows and design solutions through iterative problem-solving, strengthening team efficiency and strategic outcomes.
 - Applied deep understanding of business objectives and industry context to strengthen strategic decision-making.

Visual Designer / Design Consultant
Avanade | Lululemon

 - Designed UI for internal customer service platform with high-fidelity interactive prototypes, improving UX clarity and team alignment.
 - Developed comprehensive visual brand guidelines establishing scalable design standards across touchpoints.
- Aug 2020 - Nov 2022

Design Lead
Kankan Technology LTD.

 - Spearheaded the end-to-end product lifecycle, establishing foundational design systems and processes as the lead designer.
 - Directed user research and competitor analysis to define information architecture and intuitive user journeys.
 - Translated insights into high-fidelity UI/UX solutions, managing the design process from concept to release.
- May 2020 - Feb 2021

UI Designer
OTT Pay Inc.

 - Solved complex UX challenges through strategic wireframing, user flows, and iterative UI design.
 - Built scalable design systems and shipped high-fidelity interfaces across web/iOS, partnering closely with developers.
- Jul 2018 - May 2020

Digital Designer
Coolaid Studios Inc. - Ryan Design International

 - Designed responsive web pages, apps, digital ads, email campaigns, banners, and infographics for multi-channel marketing initiatives
 - Created high-converting visual assets for lead generation funnels including landing pages, forms, and email sequences
 - Ideate on new creative concepts and iterate on those already in-market to strengthen campaign performance such as web 3D modeling, VR interaction design, etc.
- Jan 2015 - Jul 2018

Sr. Graphic Designer / Web Designer
Canadian Power and Sail Squadrons - The Edge Leaders Magazine

 - Led art direction from concept to completion, maintaining brand consistency across magazine layouts and editorial design while creating targeted brand experiences.

EDUCATION

- Jan 2014 - Jun 2015

Master of Management
University of Windsor
- Sep 2009 - Jun 2013

Bachelor of Art(B.A.), Advertising (Planning & Design)
College of Applied Arts and Science, Beijing Union University, China