

Stella Fan

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樊星

UI/UX Designer

AI × Fintech × Human-Centered Experience



◆ ABOUT ME

Product Designer with 5 years of experience designing across AI, fintech, Web3, and consumer brands. I believe design is not just how products look—it's how they grow. By combining product thinking, visual systems, and human-centered experiences, I help turn ambitious ideas into products people trust and enjoy using. I move faster with AI, stay curious by nature, and never stop expanding—creatively, not physically.

◆ EXPERIENCE

2013.10-2026.7 → **Product Designer • UX Designer**

RockFlow • AI Investment Platform

Designing products where AI meets investing.

RockFlow is an AI-driven fintech company. I design end-to-end experiences across mobile, web, and WeChat Mini Programs, building a cohesive design system that connects product, brand, and marketing into one consistent AI-native experience.

2013.10-2026.7 → **Senior UX Designer**

Dongdao Brand Group • Vollgas Brand

Wearing more than one design hat.

Vollgas is a functional beverage brand where digital experiences extend the life of the product. I designed websites, WeChat Mini Programs, and H5 campaigns, helping create a seamless journey from first click to loyal customer.

2013.10-2026.7 → **Lead UI Designer**

Judot E-commerce • Gentleherd / LATTELIER / LIT

Building brands before building products.

Judot is a fashion-focused e-commerce company where I learned that every pixel shapes a brand. I designed websites, mobile apps, and digital experiences while creating visual identities that felt distinctive, consistent, and memorable.

◆ EDUCATION

2019.9-2020.7



Academy of Art University

Master of Fine Art

Visual Design & Digital Media

2013.9-2017.7



Tianjin Chengjian University

Bachelor of Fine Arts

Visual Communication Design

◆ EXPERTISE

Product Design

User Experience

Web & Mobile

AI-assisted Design

Design Systems

Brand Identity

Visual Craft

Illustration

Motion Graphic

Video Editing

and More...

CONTACT

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◆ PROJECTS

2013.10-2026.7

RockFlow (APP/Website)

- Reimagined RockFlow's visual identity, transforming the product into a modern AI-native investing experience.
- Designed scalable product experiences that supported RockFlow's evolution from trading platform to AI investment ecosystem.
- Unified product, brand, and marketing through a scalable design system and cohesive visual language.
- Designed beyond the product, crafting websites, campaigns, motion, and branded experiences that felt unmistakably RockFlow.

2013.10-2026.7

Bobby AI (APP/Website)

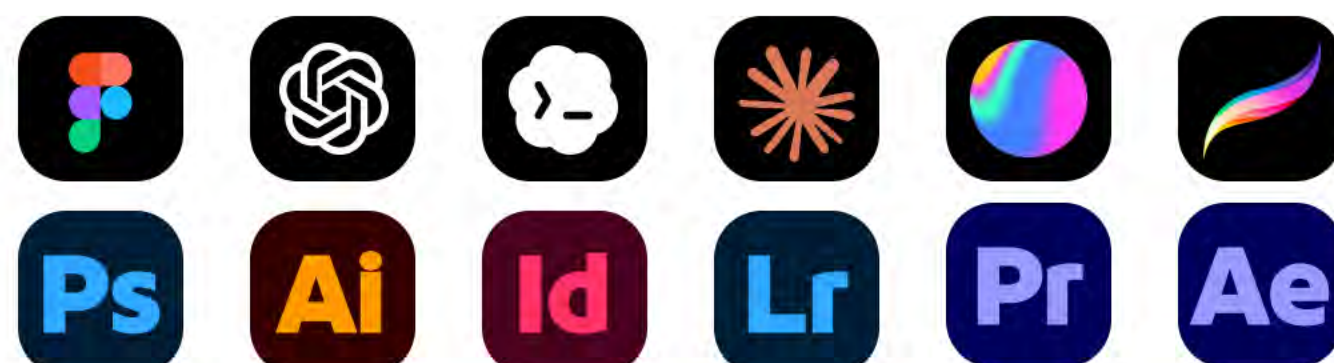
- Designed AI-native investing experiences across mobile and web, making complex workflows simple and approachable.
- Built a scalable design system that unified interactions, interfaces, and visual consistency across the product.
- Connected product and brand through Bobby's official website, creating one seamless digital experience.

2013.10-2026.7

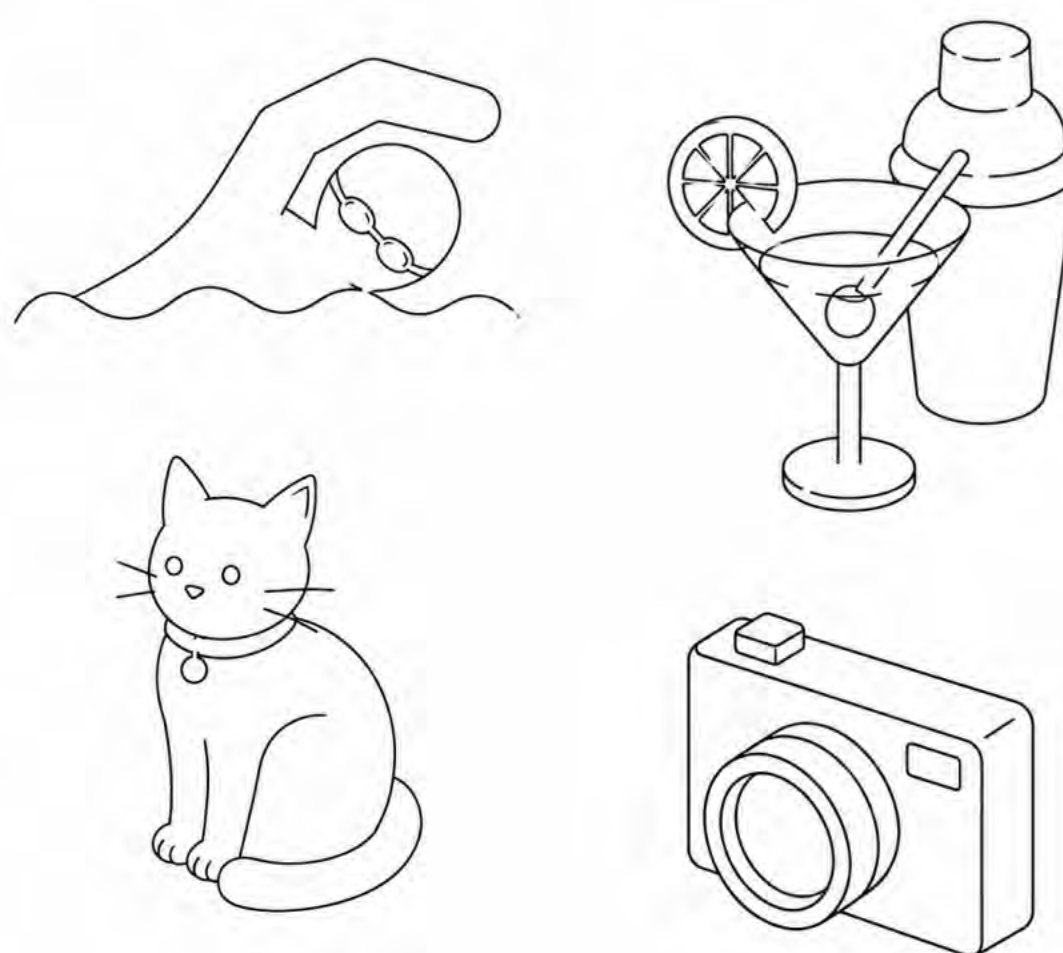
GentleHerd / LATTELIER (Website、APP)

- Led the end-to-end design of a WeChat Mini Program from concept to launch.
- Built a scalable design system that unified product experiences and visual consistency.
- Improved the product through continuous iteration, partnering with engineers to deliver better features and user experiences.

◆ TOOLS



◆ INTERESTS



◆ PORTFOLIO / 作品集网站

 <https://www.stellafan-portfolio.top>