



## Alisa Fan

Skilled at integrating creativity and strategy, I focus on visual design and user experience. I'm also a part-time Live DJ.

## EDUCATION

### ArtCenter College of Design

09.2018 – 04.2022

BFA in Graphic Design  
- Honor Graduate

## RECOGNITION

### Awwwards

2023 – 2024

Site of the Day  
- [Dora Alpha \(dora.run\)](http://Dora Alpha (dora.run))

Honorable Mention  
- [Dora AI Beta \(dora.run/ai\)](http://Dora AI Beta (dora.run/ai))

Honorable Mention  
- [Dora Expo \(expo.dora.run\)](http://Dora Expo (expo.dora.run))

## EXPERIENCE

### Dora AI

01.2023 – Present Beijing

#### Creative Growth & UI/UX Designer

Led the creative execution of major projects to drive operational growth.

- Created the visual system and landing page for [Dora AI](#) product launch. The campaign achieved **4M+** total online exposure, with the landing page receiving **500K+** monthly visits.
- Collaborated with YouTuber Minh Pham (**106K** subscribers) on a **1.3M+** view campaign video and co-hosted [Dora 3D Challenge](#). Responsible for event visual systems and the landing page.
- Assisted with Dora AI Beta waitlist campaign design and solely created the landing page. Achieved **2M+** total online exposure, with over **400K** sign-ups. Awarded Product Hunt [2023 Golden Kitty](#) for the **Best AI Product of the Year**.
- Contributed to the brand design, and independently created the **sub-brand** community and ambassador visual system.
- Independently handled social media content across all platforms. Some platform growth data:  
Instagram 200 → 5.5w+  
Twitter 100 → 1.0w+
- Oversaw the [Dora tutorial](#) project, led **2** designers and participated in the recording and video production.
- Created **20+** highly refined functional site templates.
- Independently responsible for the **product design** of the [Dora Template system](#) and the **UI/UX design** of the [Dora Blog module](#).

### aolab

06.2021 – 01.2023 Shanghai

#### Visual Designer

Designed packaging, promotional visuals, and sub-brand identity systems for international brands such as **Nike, Canon, Unilever, Budweiser, and Ping An Insurance**, enhancing clients' brand value and global competitiveness.

### ArtCenter College of Design

01.2020 – 12.2021 LA

#### Teaching Assistant

Assisted professors in **critiquing** student work and contributed to the **curriculum planning** for Communication Design 1: Primer and Communication Design 2: Info & Context.



## Alisa 范珈萌

擅长整合创意与策略的设计师  
专注于视觉和用户体验  
兼职电子音乐人及厂牌主理

## 学历

### ArtCenter College of Design

09.2018 – 04.2022

BFA in Graphic Design  
- Honor Graduate

## 奖项

### Awwwards

2023 – 2024

Site of the Day  
- [Dora Alpha \(dora.run\)](#)

Honorable Mention  
- [Dora AI Beta \(dora.run/ai\)](#)

Honorable Mention  
- [Dora Expo \(expo.dora.run\)](#)

## 工作经验

### Dora AI

01.2023 – Present 北京

#### 创意增长设计 & UI/UX

创新设计驱动运营增长，主导多项高价值项目的创意落地。

- 负责 [Dora AI](#) 产品上线的主视觉设计和落地页设计。活动达到 **400w+** 全网曝光量，落地页每月访问量达到 **50w+**。
- 与 **10.6w** 订阅的 YouTuber Minh Pham 合作，打造了 **130w+** 曝光量的视频，并联合举办首届 [Dora 3D Challenge](#)。负责整体活动视觉设计以及落地页设计和搭建。
- 协助 Dora AI Beta Waitlist 宣发相关的设计工作，并独立负责落地页的设计和搭建。全网曝光量达 **200w+**，候补名单注册用户突破 **40w+**。并荣获 [Product Hunt 2023 Golden Kitty](#) **年度第一 AI 产品**。
- 参与了 Dora 品牌设计，并独立创建**子品牌**社区以及大使视觉系统。
- 独立负责全平台的社交媒体内容创作。部分平台增长数据：  
Instagram 200 → 5.5w+  
Twitter 100 → 1.0w+
- 布局并制定 Dora [官方教程](#)视频的计划，带领 **2** 位设计师协作，并参与视频的录制和制作产出。
- 制作了 **20+** 高质量真实线上网页模版。
- 独立负责 [Dora Template](#) 系统的功能和 [Dora Blog](#) 模块的**UI/UX 设计**，以及全流程的项目跟进和落地。

### aolab

06.2021 – 01.2023 上海

#### 视觉设计师

为 **Nike**、**Canon**、**联合利华**、**百威**和**平安保险**等国际品牌提供包装设计、宣传视觉及子品牌识别设计，提升客户品牌价值与全球竞争力。

### ArtCenter College of Design

01.2020 – 12.2021 洛杉矶

#### 教学助理

协助教授对学生作品进行**评审**，并参与 Communication Design 1: Primer 和 Communication Design 2: Info & Context **主修课程**规划。