

Shuoran Pan

Graphic Design / Product Design / UI UX

shuoran_pan@hotmail.com
+44 7708292416
shuoran.framer.website/

Experience

Kaspa's Desserts

Graphic Designer
Nov 2022 - Now

Design campaign assets across print, digital, social and in-store channels.
Support UI/UX, app and web concepts, and customer-facing digital experiences.
Create visual content and collaborate across teams to maintain brand consistency.

Metropolitan Police

Volunteer | Design Support
Dec 2022 - Now

Support internal societies with branding, UI/UX, campaigns, print and digital materials.
Work with non-design stakeholders to create practical visual solutions for internal and external use.

Freelance

Independent Designer
Jul 2018 - Now

Create branding, presentation, illustration and digital materials for small businesses and individual clients.
Manage small projects independently from brief through to final delivery.

Education

London College of Communication

MA Graphic Media Design
Oct 2021 - Jan 2023

University of Brighton

BA (Hons) Illustration
Sep 2018 - Jun 2021

Skills

User Research
User Flow & Wireframing
Responsive Design
Branding & Visual Identity
Campaign Design
Illustration
Print & Digital Design
Motion Graphics
Image Retouching

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere
Figma
Framer
Cinema 4D
Microsoft Office

Stakeholder
Communication
Cross-functional
Collaboration
Independent Working
Problem Solving
Adaptability
Presentation & Communication

Honour & Awards

China Collegiate Design Competition & Exhibition

National Third Prize
Aug 2025

MUSE Design Award

Gold Award
Apr 2025

Kentucky International Youth Art Competition

Gold Award
Mar 2023

Metropolitan Police Angling Society

Certificate of Appreciation
Aug 2026

Metropolitan Police Volunteers' Commendation

Outstanding Contribution
Nov 2024

Lord Ferrers Awards

Volunteering in Partnership Award
Oct 2023

Additional Experience

Metropolitan Police

Community-Based Volunteer
Dec 2022 - Now

Support community engagement, outreach, patrols, crime prevention and operational deployments across London, working alongside officers and other volunteers in public-facing environments.