Alex Luowan
Product & Brand Designer

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Experience

Founding Designer
Biome / Startup
May 2025 – Present

Brought on as founding designer at a pre-seed stage AI gut-health startup, leading early discovery by researching user needs, crafting low-fidelity wireframes of the sample-to-insight journey, and seeding a modular design system that anchors the six-month MVP roadmap.

UX/UI Designer
Phlur / Freelance
Feb 2025 – April 2025

Shipped Phlur's Q2 membership upsell and Build a Set module, crafting slim, sticky panels for PDP and cart that let shoppers bundle scents or add membership in one click across desktop and mobile—driving a **12%** lift in membership attachments.

Visual Designer
Blaze.ai / Freelance
Aug 2024 – Sept 2024

Designed and **shipped 200+** polished templates for Blaze.ai's design tool in Q4 2024 covering LinkedIn and Facebook banners as well as Instagram stories so small businesses can grab ready-to-use social assets and elevate their brand presence in minutes.

Product Designer
88rising / Academic Project
Nov 2023 – Dec 2023

Reimagined 88rising's digital experience in Figma to boost artist discovery and fan retention, earning a **"Best New Talent" nomination at UX Design Awards 2025."** Conducted user research (14 interviews, 89 surveys), facilitated design sprints, and shaped brand strategy.

Volunteer

Graphic Designer
SFU Japanese Network/
Volunteer
Sept 2024 – Present

Spearheaded multi-channel promo campaigns for the SFU Japanese Network, producing 40-plus graphics for Instagram, Facebook, and on-campus screens that lifted average event attendance by **~15 %.**

Education

Simon Fraser University
BA in Interactive Arts and Technology - Design
Sept 2019 – Sept 2025

Skills & Tools

Figma	Origami Studio	Human Interface	Interaction Design
Adobe Photoshop	User Research	Presentation Design	Product Design
Adobe Premiere Pro	Design Systems	User Testing	Brand Design
HTML + CSS	Web Design	Jira	Visual Design
Javascript	Protopie	Graphic Design	Graphic Design