

Ran Diao

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Product designer with five years of end-to-end website and product work: research, IA, UI, and the build itself, usually as the only designer in the room. Full case studies with process and numbers at diaodiaoran.com.

PROFESSIONAL EXPERIENCE

Peebeelee LLC – Los Angeles, CA

Jan 2025 – Present

Product Designer (Web & Brand)

- Redesigned brainjuiceart.com end to end: designed and built a custom WordPress theme from scratch while preserving the existing WooCommerce backend (catalog, checkout, payments), changing the entire brand experience with zero disruption to store operations.
- Reframed the brief through research: field observation at anime conventions, buyer surveys, and synthesis of Etsy reviews showed traffic was arriving but leaking to Etsy at checkout; shifted the goal from acquiring visitors to earning trust and retention.
- Designed a gamified, community-first shopping experience (interactive pixel-art world, GOLD points) with artist-first navigation across 19 artist storefronts; monthly visits rose 24% after relaunch and artist collaboration inquiries doubled within two months.
- Leading UX and product design for an unannounced AI companion app (in development): defined the product concept and core loops (onboarding, companion conversation, review, cross-session memory), own every user flow and the Figma design system, and build the front end myself.
- Concurrently designing Peebeelee's corporate site (0 to 1, in development), carrying the same design system across the company's brand surfaces.

Narval Films Inc – Arcadia, CA

Sep 2021 – Dec 2024

Digital Designer, Web & Media (sole designer; started as Web Design Intern, Mar 2019 – Aug 2019)

- Owned the studio's entire web presence across three brands solo: the film site (narvalfilms.com), the advertising arm YRBW (yrbwproductions.com), and the microdrama brand NVERT (nvertproductions.com).
- Led the 2023 redesign of narvalfilms.com on the studio's Wix base: designed one film-page template that carries coming-soon, released, and archive states, so the site re-centers on each new lead title with zero additional design work; carried the site through three years of release cycles, from festival premieres to coming-soon campaigns.
- Redesigned yrbwproductions.com, the studio's advertising arm: put an industries-served index on the homepage (automotive, telecom, food and beverage, beauty, entertainment, fashion) beside the reel, so a brand client sees at a glance what the company shoots before a single click.
- Designed and launched NVERT from zero on Squarespace: an investor-facing proof site presenting 16+ released vertical dramas, a five-stage in-house pipeline page, and IMDb-linked team credits, built so an investor can verify volume, pipeline, and people in about a minute.
- Operated the studio's secure digital screener pipeline (watermarking, encryption, regional distribution) for executives across four regions with a zero-leak record.

PROJECTS

HeatLoop – Smart Heating App + Hardware Concept (diaodiaoran.com)

NYU student project, 2021

- Designed everything end to end as sole designer: the physical product mock-ups and the companion smart-home app UI. Revisited in 2026, auditing the 27-screen prototype into an 18-screen system with a temperature-reactive color rule (UI renders warm at 79°F and above, cool below) (Figma).

FALZ – Misinformation-Literacy Chrome Extension (team of 4)

Hackathon, 2020

- As the team's UX designer, designed the judgment-first fact-checking loop (judge, then evidence, then rethink), the extension's toolbar badge states, and the verdict popup; scoring rewards changing your mind for the right reason (Figma).

SKILLS

Design: end-to-end product design, interaction design, information architecture, wireframing, rapid prototyping, design systems, responsive and mobile-first design

Research: field research, user interviews, surveys, usability testing, A/B testing, heuristic evaluation, personas, journey mapping, Google Analytics

Tools & Platforms: Figma, Adobe Creative Suite, WordPress/WooCommerce (custom themes), Squarespace, Wix, HTML/CSS, SEO

Languages: English, Mandarin Chinese (native)

EDUCATION

New York University – MS, Integrated Digital Media – New York, NY

Sep 2019 – Sep 2021

Emerson College – BA, Visual & Media Arts – Boston, MA

May 2015 – Dec 2018