

Noah Fang

[Website](#) | [About Me](#) | [LinkedIn](#) | (647) 922-1748 | noah.ark@gmail.com | 31 Rue de Brignoles, Gatineau, J8T 8E3

PROFILE

Senior advisor, author and speaker, working on organizational transformation, business strategy, service, data analytics and AI. Was business strategist, creative director, user experience manager, product manager, graphic designer, assistant editor-in-chief, translator, software developer and more.

I help organizations and teams:

- **Think and act** on transformative changes through stakeholder engagement, workshop design and facilitation, organizational and operational design, product and service design, data analytics and business intelligence, community building, accessibility and usability testing, and in insight analysis and integration of client feedback into the design, development and improvement of products and services
- **Identify** business problems, **explore** solutions, and **develop** action plans
- **Review** their processes and operations to **identify** and **implement** improvement opportunities

HIGHLIGHTS

- **5+** years in federal public service as senior advisor and service designer
- **19+** years in user experience design, research, strategic design and graphic design
- **16+** years in service design, product design, interaction design
- **15+** years in design management and leading positions
- Diverse work experiences in **5** industries: creative, IT, publishing, design and finance
- **4** published books on organizational transformation, data analytics and design
- **Rich** experiences in service improvement, process optimization, digital transformation, data analytics, data visualization and artificial intelligence
- **Solid** technical background in software architecture and design

PROFESSIONAL EXPERIENCE

Senior Advisor, Change Management and Business Transformation

Justice Canada | Oct. 2022 – Present

Overview

- Engaging and collaborating with stakeholders, partners and cross-functional teams
- Developing proposals for transformation and modernization projects and initiatives
- Designing and facilitating workshops for service improvement and process optimization
- Conducting research, analysis and synthesis to inform service improvement and process optimization
- Communicating and advocating for client-centric service design and delivery and digital skill building
- Building communities and delivering events and trainings on various topics
- Mentoring new employees and co-op students

Projects

- AI Awareness and Culture event series: raising awareness and building capacity for AI adoption
- ATIP Modernization: process optimization workshops and team building
- Alter Vista event series on workload improvement

- H2O community building to advocate for digital culture, digital skills and new ways of working.

Achievements

- Moving Makers Award 2024
- Living Our Values Award 2023
- Moving Makers Award 2023

Designer, Service Innovation Centre

Transport Canada | Dec. 2018 – Oct. 2022

Overview

- Provided coaching and mentoring on service design and UX design
- Provided guidance on applying human-centred approach to the design and delivery of internal and public services
- Leading communication initiatives to advocate service design and human-centred design
- Designed and conducted design jams and workshops
- Participated directly in major digital transformation projects as service designer

Projects

- Service Design Framework: a departmental framework that implements the policy and directives on service and digital
- How We Work Playbook: a departmental design thinking and innovation playbook
- Inspector Design Jam: full-day solution workshop for an internal inspection unit

Service Designer, Writer & Business Strategist

Wingd.ca | Nov. 2017 – Dec. 2018

Overview

- Key stakeholder in service and UX design and business development
- Leading the design effort of the digital consultancy branch
- Hands-on in the full product design cycle, including user research, prototyping, interaction design, visual design, and usability test, etc.
- Consulting on branding, marketing, and storytelling in general

Projects

- TV Show production: co-wrote the stories for the documentary series “Creatorland” (Bell Media).
- Startup mentoring: Joined as one of the three key members of the growth team in a young startup (offering social travel experience), with the focus of mentoring on positioning, business strategy, product/service design, marketing strategy, and growth. Closely collaborating with the startup founders to work on the design of the product/service, from vision, mission, conceptualization to prototyping and interaction design.
- Growth modelling: Developing a general model to analyze the key factors that have impact on business growth, with a research-based, machine-learning enabled approach.
- Growth consulting: Consulting on business growth problems with three major clients. The problems involve product strategy, UX design, marketing, and branding.

Achievements

- Created an original model of business growth, which is used to analyze the clients’ growth problems.

- Created an original framework (growth profile) based on the growth model to help define strategies and tactics to tackle the problems.
- Defined the overall business strategy of the digital agency branch of the company.

UX Lead & Experience Designer

Digital Experience, Global Solutions Delivery, Manulife Financial | Apr. 2016 – Jun. 2017

Overview

- Applied strategic design in products and internal initiatives
- Established and defining global experience design standard, process, and guidelines
- Engaged in the full product design cycle, including user research, prototyping, interaction design, visual design, and usability test, etc.
- Worked with clients, stakeholders, designers, and developers
- Consulting: product strategy/planning, social strategy, enterprise architecture

Projects

- Analytics and reporting systems (desktop + mobile) for various financial business units
- Digital transformation projects with focuses on process improvement, service design, and branding
- Innovation initiatives in collaboration with Innovation Lab at Manulife, with focuses on enterprise architecture, data science, artificial intelligence, and digital communication.

Achievements

- Highly praised by the executives as a strategic design thinker and creative designer.
- Widely recognized as the go-to person for solving business problems that require design thinking.
- Contributed to the innovation lab initiatives that range from enterprise architecture, advanced analytics / BI, to Fintech and service design.
- Created and curated several topic-based intranet blogs about design thinking, work culture, and big data, and established a strong company-wide following.

User Experience Design Specialist

Investment Division, Manulife Financial | Mar. 2014 – Apr. 2016

Overview

- Led UI team on the design and development of financial IT systems and solutions with focuses on BI, analytics, data visualization, data management, and workflow
- Led and implemented Information Architecture, Interaction Design and User Interface Design
- Conducted user research, design synthesis, prototyping, and usability tests
- Established division-wide UI/UX standards
- Consulting: internal publication, enterprise architecture, design thinking

Projects

- Analytics and reporting systems (desktop + mobile) for various financial business units
- Web portal projects and programs with focuses on employee engagement, HR / career management, and digital communication on intranet
- Digital transformation projects with focuses on process improvement, service design, and branding
- Innovation initiatives in collaboration with Innovation Lab at Manulife, with focuses on enterprise architecture, data science, artificial intelligence, and digital communication.

Achievements

- Won Manulife's *Pinnacle Award* for the outstanding contribution to the employee social portal project.
- Helped establish a design team of two (later ten).

User Interface / User Experience Lead

Investment Division, Manulife Financial (via TEKsystems) | Jun. 2013 – Mar. 2014

Overview

- Led UI team on the design and development of financial IT systems and solutions with a focus on analytics and BI
- Conducted user research, design synthesis, prototyping, and usability tests
- Led and implemented Interaction Design and User Interface Design
- UX/Service Design: Establish division-wide UI/UX standards

Projects

- Analytics and reporting systems (desktop + mobile) for various financial business units
- Web portal projects and programs with focuses on employee engagement, HR / career management, and digital communication on intranet

Achievements

- Led a UI team of six to eight people on the division-wide design efforts.
- Kickstarted design as a service in the division

User Experience Manager

Cloudpower Technology Ltd., Beijing, China | Jan. 2012 – Dec. 2012

Overview

- Led and implemented Interaction Design / Information Architecture for mobile products/services/solutions
- Conducted user research, requirement gathering, synthesis, prototyping, and usability test; engaged in the whole product/service lifecycle
- UX/Service Design: Refined the marketing strategy for clients; researched and improved internal workflow and cross-departmental communication
- Led, supervised, and collaborated with UX/graphic team and tech team on the design and development of mobile/web product/service/solution

Projects

- Mobile solutions to three major financial companies in China
- Responsibilities include the full design cycle, from business case, research to prototyping and implementation

Achievements

- Managed a team of three, leading the UX design and product design operation
- Contributed to the success of a multi-million deal on the solutions for creative industries

Product Development Manager

Eleutian Technology Inc. (US-based), Beijing, China | Oct. 2010 – Sep. 2011

Overview

- Led and implemented Interaction Design / Information Architecture for a full-fledged E-Learning platform
- UX/Service Design: Defined and refined cross-team / cross-department processes, communication protocols, and general design problem solving
- Web Development: Front-end RIA using Flex, HTML/CSS/Javascript
- Project/Operation Management: Led a 9-people tech team to develop the E-Learning platform; directed Product Development Team projects such as LMS/CMS and CRM

Projects

- Led the design and development of a VoIP based online learning platform
- Participated in architecture design of the backend technology platform

Achievements

- Established the design standard for the product/service
- Defined the holistic learning experience

User Experience Manager & Web Developer

Idapted Ltd. (Founders from US & UK), Beijing, China | Feb. 2008 – Oct. 2010

Overview

- Managed and led Interaction Design / Information Architecture for a full-fledged E-Learning platform
- UX/Service Design: Defined and refined cross-team / cross-department processes, communication protocols, and general design problem solving
- Web Development: Front-end RIA using Flex, HTML/CSS/Javascript

Projects

- Led the design and development of a VoIP based online learning platform
- Participated in architecture design of the backend technology platform

Achievements

- Established the design standard for the product/service
- Defined the holistic learning experience

Creative Director & Assistant Editor-In-Chief

Beijing Broadview Information Ltd., Beijing, China | Aug. 2003 – Dec. 2007

Overview

- Service Design & Information Architecture for publishing and marketing projects
- Graphic & Layout Design: Pioneered the layout design of the IT books in China since 2003 and became a standard-setter in the field
- Creative Direction: Led a 2-people graphic/web design team
- Technical Editing, Translation, Marketing, and Copywriting
- Led the publishing and marketing of 10+ top selling titles from 2003 to 2007 in China

Projects

- Led the publishing and the marketing of a series of books that became best sellers between 2003 and 2007 in China
- In charge of the layout design and graphic design

- Mentored authors on writing

Achievements

- Designed and automated the workflow of the editing process
- Credited as the editor behind more than five top 10 best sellers
- Won the publishing house's cover design award for a book series

Software Engineer

Wuhan Anluo Computer System Co. Ltd., Wuhan, Hubei, China | May. 2002 – Aug. 2003

Overview

- UI Design and software development of various outsourcing projects including CMS, CRM, web services, mobile applications, embedded and desktop systems etc.
- Technologies used include HTML/CSS/JavaScript, Java, C/C++, Python
- Led sub-teams on sub-projects

Projects

Embedded systems: responsible for developing a wide range of industrial and mobile applications based on embedded systems

Achievements

Promoted to project leader in less than one year

Software Engineer

Beijing Hisense Digi-Tech Co. Ltd., Beijing, China | Jul. 2001 – Feb. 2002

Overview

Conducted UI Design & development of various firewall and VPN products

Projects

Key development contributor of an award-winning Firewall product

Achievements

Defined and designed the visual identity of various products.

PUBLICATIONS

[The Transformable Enterprise: Enterprise Architecture in a New Key](#)

by Andre Milchman & Noah Fang (2020) | Original work, KDP, ISBN: 979-8722836892

[Prescriptive Analytics: A Short Introduction to Counterintuitive Intelligence](#)

by Andre Milchman & Noah Fang (2018) | Original work, Createspace, ISBN: 978-1979929707

Chris Crawford on Interactive Storytelling, 2nd Ed. by Chris Crawford

Simplified Chinese Translation, Posts & Telecommunications Press, ISBN: 9787115388063 (2015)

Thoughts on Interaction Design, 2nd Ed. by Jon Kolko

Simplified Chinese Translation, China Machine Press, ISBN: 9787111396789 (2012)

PUBLIC SPEAKING

- A Public Servant's Guide to Automation and AI (2025)
- [By Design: Organization and Transformation in Context](#) (2022)

- [The Mythical Transformation](#) (2018)
- [Accessibility: A Very Short Introduction](#) (2017)
- [The Myth of Passion](#) (2016)
- Measuring the User Experience: A Very Short Introduction (2016)
- [The Myths of Business Intelligence](#) (2015)

EDUCATION

Bachelor of Computer Science & Applications (2001)

Wuhan University of Technology, China

REFERENCES

Available Upon Request