

Taowen Pan

Product Designer

Product designer with 5 years designing consumer fitness products across app, web, and physical space. Sole designer on Nike Studios at FitLab, building the member app, the booking and account web experience, and the in-studio screen technology from nothing. Previously 8 years in fashion and costume design, and taught design along the way. I work best where digital product meets physical environment.

Skills

Product Design

End-to-end product design, Interaction Design, Prototypes, Flows, IA

Physical + Digital

Large-format and in-environment screen design, At-distance legibility

Design System

Component Libraries, Tokenization, Figma Libraries, WCAG, Designer Enablement

Research

Stakeholder & Frontline Interviews, Usability Testing, Competitive Analysis

Platforms

iOS, Android, Web, In-studio Display

Tools

Figma, Adobe Illustrator, Adobe Photoshop, Procreate

Languages

English, Mandarin

Education

MFA in Theatrical Design

University of Connecticut

BE in Fashion Design and Engineering

Beijing Institute of Fashion Technology

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Experience

Product Designer

FitLab

Jun 2022 – Aug 2026

Sole product designer for the studio portfolio. Reported to the Chief Brand Officer.

- **Nike Studios:** Founding and sole designer for FitLab's Nike Well Collective partnership. Designed the member app and the booking and account web experience from scratch. Launched August 2023 across roughly a dozen locations in California and Texas.
- **In-Studio Screen System:** Designed workout-guidance displays legible at distance and mid-movement, running all day for classes of up to 30 members. A physical-environment problem as much as a screen problem.
- **Templated Studio Platform:** Adapted the Nike Studios app and in-studio technology into a reusable template intended to scale across FitLab's other studio brands, starting with Racked and XPT Studio.
- **Component Library:** Built and maintained the component set behind every studio product, extending the company design system to cover studio-specific patterns and onboarding other designers onto it.
- **Fitness Apps (Fitplan, XPT, FAST):** Designed subscription, challenge, and workout-tracking features through review and engineering handoff. Initiated an early tokenized color foundation for a proposed unified app.
- **Research:** Ran ongoing interviews with trainers, studio staff, and sales teams as the primary input to design decisions.

Product & Web Designer

Freelance

Jun 2021 – Mar 2023

- **Nonprofit Circle:** Designed a nonprofit item/skill exchange platform to improve accessibility and user interaction, with a cross-functional team.
- **The Inturnship:** Designed e-commerce client projects based on business goals, collaborating with creative leads.
- **TUNKS LLC (sesh.fyi):** Redesigned a scheduling app website to simplify planning and align visuals with goals.

Adjunct Professor, Design

2018 – 2019

University of Connecticut

Yesheng Art International Art Union

Costume / Fashion Designer

2013 – 2021

Nominated for the 2018 BroadwayWorld Connecticut Awards for Best Costume Design (Equity)