Junchao Yang
Product Designer

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Summary

- 3+ years of professional experience in all design phases from concept & implementation to testing & iteration, extensive experience from mobile apps, websites, hardware UX to 3D design;
- Specialize in market research and competitive analysis that lead to realistic but creative strategies in design;
- Quickly understand technical details and propose design solutions within the technological limitations;
- Strong verbal and written communication skills to ensure all team is in sync without misunderstandings;
- Proficient skills in visualizations & productions from 2D images, animations, and videos to 3D modeling.

Core Professional Experience

Product Designer | Microsoft · Contract (**4 Month**)

April 2022 - Aug 2022 | Bellevue, WA

- Leading roles in 7 experiences in Bing whole page, internal tool & design system as a part of the Design Coherence Team in Microsoft Web Experience Collective(WXC);
- Collaborate closely with different teams to address design requests and validate design proposals from a usability and feasibility perspective.

Product Design Intern | GE Appliances, a Haier Company (**11 Month**)

Jun 2021 - April 2022 | Louisville, KY

- Design & iterate on a variety of projects including IoT app, screen-based appliances, service design & AR experience;
- Lead team of 2 designers on thermostat LCD controller system design in collaboration with Haier from concept to deliver with 3 design iterations in 2 months. Our design will be shipped with the product release;
- Conduct multiple research including 3 feasibility studies, 1 competitive analysis & 2 usability study, etc to help improve and ideate for the next-gen appliances experience, my proposal of restructure the menu structure is adopted;
- Work closely with engineers and product managers and create wireframes & prototypes to define features, provide solutions under technical constraints, and make it more user friendly.

Product Designer, Assistant Project Manager | BalanX Tech (**1+ Years**)

Part-time: Jan 2019 - May 2020; Full-time: Jun 2020 - Feb 2021 | Shenzhen, China

- Leading roles in all design-related projects in the company including website design, mobile app design, hardware design & graphic design as the ONLY product designer;
- Increase 50% of the website traffic by iterating on the website's writing, layout, and illustration;Actively collaborated with R&D department, and supply chain and propose solutions for design optimization;
- Accomplish in-depth user research, deliver stakeholder presentations, and conduct usability tests in the iteration of website design & mobile app design.

Designer, Assistant Project Manager | New Practice Studio (**3 Years**)

Aug 2017 - May 2020 | New York, NY

- Leading roles in 10+ projects featured in mainstream architecture media including Archidaily & Dezeen;
- Provide conceptual design proposals and turn them into viable layouts for ADA regulations;
- Serve as project manager for presentations, meetings, job site coordination, and drawing documentation;
- Establish new presentation & iteration standard by integrating new technologies like Virtual Reality and cloud-based rendering, increasing efficiency in communicating with clients.

Other Experience

Product Designer | CARTS · Part-time (**5 Month**)

Apr 2022 - Present | Princeton, NJ

- Construct next-generation autonomous public transportation experience through competitive analysis, interview, design workshop, prototyping, and 3D modeling;
- Host co-creation workshop as the guest speaker at the 5th Annual Smart Driving Cars Summit organized by Princeton University and CARTS;
- Prepare visual assets, including icons, illustrations & 3D rendering for stakeholder meetings, summit presentations, and grant proposals.

Product Designer | Novosselov Research Group · Part-time (**1+ Years**)

Feb 2021 - Present | Seattle, WA

- Play leading Roles in second iterations of the Aerospec researcher platform, and the implementation of the Aerospec enterprise platform;
- Collaborate with developers, and project manager to conduct usability testing, propose design changes and implement new features based on the usability study;
- Produce icons and illustrations to improve the visual experience of the landing page.

Product Designer | XCMG Group · Invited Design Competition (**6 Month**)

Jun 2021 - Dec 2021 | Xuzhou, China

- Invited to participate in the 2021 XCMG X-Creators Challenge Competition as an individual product designer;
- Win second place among 2879 competitors from all over the world;
- Design, iterate and produce the entire submission entry including diagrams, 3D rendering, technical drawings, and 3D animations.

Course Assistant | University of Washington · Part-time (**6 Month**)

Jan 2021 - Jun 2021 | Seattle, WA

- Course assistant for HCDE 503 Navigating Design in Organizations and HCDE 533 Digital Fabrications.
- Grade assignments, create course example files, and host office hours to help with the technical difficulties that students have in their projects.

Graduate UX Researcher | Nordstrom · Sponsored School Project (**3 Month**)

Jan 2021 - Mar 2021 | Seattle, WA

- Design usability testing plan and conduct usability studies for Nordstrom(UW HCDE class sponsor) on the order management system.

Artist, Curator | Self-Employed

Jun 2017 - Present

- Create and curate artwork featured in venues including the Oculus, Asian Culture Center, and Green Point Gallery. Including Here, There(2019), Forma Calli-(2019), Materialism in Reminiscing(Upcoming in 2022).

Technical Proficiency

- **Graphic:** Adobe Creative Suite | Sketch | Invision | Zeplin | Figma | Enscape | V-ray
- **Modelling & Fabrication:** Rhino | AutoCAD | Maya | Unity3D | Cinema 4D | CNC | 3D Printing | Lasercut
- **Programming:** Grasshopper | Python | Currently learning html and CSS to upgrade my website

Education

- **Master of Science in Human Centered Design & Engineering** | GPA: 3.88/4.0 | University of Washington, 2020 - 2023
- **Master of Science in Advanced Architectural Design** | GPA not applicable | Columbia University, 2016 - 2017
- **Bachelor of Architecture** | GPA: 3.81/4.0 | Huazhong University of Science & Technology, 2011 - 2016