Xiang Yu San Francisco Bay Area +1 413-559-1231 yuxsean@gmail.com Portfolio

PROFESSION EXPERIENCE

CAC Architects
Senior Designer
San Francisco, CA
04/2021-Present

- Lead design and project management for 20+ major life sciences, biotech, and data center projects, delivering strategic and viable solutions for industry leaders including Nvidia, Pfizer, Cellares, Healthpeak, Kilroy, and Longfellow.
- Manage cross-functional collaborations, facilitating seamless communication between stakeholders, project
 managers, and design teams to ensure high-quality designs are delivered on time and within budget, backed by
 rigorous quality control measures.
- Mentor and coach junior designers, providing one-on-one guidance to team members, leading training workshops, and fostering a culture of continuous learning and professional growth.

Auerbach Pollock Friedlander (Now Apeiro Design)

San Francisco, CA 11/2016-01/2021

Architecture/Technical Designer

- Spearheaded immersive experiences design for premier entertainment venues, collaborating with global brands including Cirque du Soleil, Dragone, Sunac, LACMA, and Salesforce.
- Developed comprehensive design documentation including concept space adjacency studies, 3D modeling, and building massing plans, space programming, and technical drawings for theatrical systems and environments, ensuring designs were optimized for guest experience, operational efficiency, and technical requirements.
- Managed multidisciplinary collaborations, integrating cutting-edge technology with architectural design to create engaging, visually dynamic environments that enhanced visitor experiences across diverse venue types.

University of Massachusetts Amherst

Amherst, MA

Scene Shop Teaching Assistant

08/2015-06/2016

- Designed and fabricated sets and props for Theater Department productions and events, ensuring alignment with artistic vision and technical requirements while managing project timelines and budgets.
- Collaborated with faculty to teach custom fabrication techniques and demonstrate construction methodologies, and ensuring a productive and safe working environment.

OTHER DESIGN EXPERIENCE

Block Party Productions

UX Design and Development Lead, Website Redesign;

San Francisco, CA 03/2022-Present

- Led the redesign of the website for a local restaurant group: Identified key personas and pain points, showcased five
 event venues and catering services to drive traffic conversion, resulting in a ~40% increase in qualified inquiries within
 the first month of launch.
- Led cross-functional stakeholders collaboration: Worked together with the company CEO to drive alignment on business goals and solutions, incorporated feedback from different stakeholders into design and development.
- Implemented comprehensive design system using Webflow, ensuring consistent brand experience across responsive devices, and streamlined navigation to a lead generation form that facilitates easy booking flow.

EDUCATION

University of Massachusetts Amherst, Amherst, MA — Master of Architecture, 2016

Thesis: The Spatiality in Storytelling – An exploration of how architectural space contributes to the theatre experience.

CERTIFICATION

Rhinoceros Architectural & Grasshopper Training Course by McNeel Asia

USITT Jay O. Glerum Rigging Class, Hartford Stage, Hartford, CT

USITT Elite - Automation Track, Cirque du Soleil Training Center, Las Vegas, NV

TOOLS

Adobe CC, Autodesk CAD, Revit, Rhino, Grasshopper, Sketch, Microsoft Office, VR/AR, Webflow, Figma, Notion