

Product Designer

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YUNRAN

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COMPETENCIES

Product Design
HMI Design
Interaction Design
Business Strategy
Branding / Graphic Design
User Research/ Interview
User Interface Design
Experience Design

SKILLS

UI/UX Design
User Persona
Accessibility Design
Information Architecture
A/B Testing
Usability Testing
Heuristic Analysis
Wireframing
Prototyping
Web/App Design
Qualitative Research
Market Research
Data Analysis
Competitor Analysis

SOFTWARES

Figma, Webflow, ProtoPie,
Spark AR Studio, Javascript,
Vue.js, Unity, Python,
HTML/CSS, Blender,
Solidworks, KeyShot, Adobe
Creative Suite

RECOGNITION

[VoyageLA Magazine](#)
[CanvasRebel Magazine](#)
[DTLA Exhibition](#)
[Provost's List](#)
[IXD FUTURES](#)
ArtCenter Student Gallery
IxD Scholarship

LANGUAGES

Native in English & Chinese
Basic German

EXPERIENCE

Xeno-Animals | Digital Designer Jul 2025 – Present

- Designed and built the studio's end-to-end digital platform, including information architecture, UX flows, and a cohesive visual system that strengthened brand consistency and user engagement.
- Created a scalable visual and content system used across posters, campaigns, and social assets, increasing production efficiency and unifying communication across all touchpoints.

BMW Group | HMI Design Intern Sep 2024 – Jan 2025

- Designed next-gen in-car interaction concepts and high-fidelity prototypes for BMW Skylab, shaping future mobility and HMI directions.
- Conducted interaction experiments (gesture/voice/adaptive UI), synthesized findings, and translated insights into actionable design improvements.
- Produced IA, task flows, and multi-screen UI documentation, ensuring smooth collaboration between Munich/Shanghai/Beijing teams.

PROJECTS

DiDi Robotaxi Sponsored Studio | UX Designer May – Aug 2024

- Led user research and journey mapping to understand passenger needs across pre-ride, in-ride, and post-ride touchpoints, shaping a user-centered interaction strategy for DiDi's autonomous vehicle experience.
- Proposed and designed innovative interaction mechanisms (contextual UI, reassurance feedback loops, and adaptive information layers) to enhance user trust, comfort, and perceived safety in autonomous mobility.
- Guided team critiques and refinement cycles, ensuring design concepts suitable for future development and collaboration.

Volvo Group Sponsored Studio | UX Designer Jan – Apr 2023

- Led a four-person team to design the next-generation construction vehicle interface, grounded in deep user research and industry insights.
- Developed a comprehensive end-to-end workflow covering information architecture, task mapping, and high-fidelity interface design, resulting in a functional prototype that aligned with user needs and operational constraints.
- Delivered a prototype that received approval from Volvo stakeholders and progressed to the next development stage, demonstrating strong capabilities in product strategy, interaction design, and visual communication.

EDUCATION

Bachelor of Science | ArtCenter College of Design Sep 2020 – Apr 2025

- Majoring in Interaction Design with a minor in Designmatters, with a focus on social innovation.