

YUTIAN BAI (Yokis)

INDUSTRIAL DESIGNER

yutian_bai@outlook.com
yokis.space
Los Angeles, CA, 90013
626.781.6773

SKILLS

Research

Qualitative & quantitative user research, competitor analysis, market & trend scanning.

Ideate

Concept development, brainstorming, sketch ideation, systematic & design thinking.

Prototype

CAD modeling, 3D printing, machining, spray painting, appearance model making, basic electronic prototyping.

Visualize

3D rendering, marker & Photoshop rendering, UI/UX design, poster design, logo & graphic design.

Storytelling

Visual narratives, branding strategy, video editing, pitch deck design.

Language

Mandarin (Native), English (Fluent).

Software

Rhino, SolidWorks, KeyShot, Grasshopper, Photoshop, Illustrator, Indesign, Adobe XD, Figma, Framer, Arduino, Notion.

EXPERIENCES

X Fusor Design Lab

Industrial Designer (Freelance)

Remote | Jan 2026 - Present

- Led industrial design for a smart wearable startup, translating brand philosophy into a cohesive product design language.
- Developed product form, band connection structure, and manufacturing-ready details across dimensions, materials, processes, and electronic packaging.

YANG Design

CMF & Design Strategy Intern

Shanghai | Oct 2023 - Jan 2024

- Conducted luxury passenger experience research and trend analysis using case studies, user interviews, and semiotic frameworks to inform strategic design directions.
- Supported the establishment of a CMF Lab, overseeing material sampling, color strategy development, and prototype fabrication to translate insights into tangible design outcomes.

AVATR Technology

Industrial Design Intern

Shanghai | Jun 2022 - Sep 2022

- Designed product concepts expressing AVATR's brand identity through research, sketching, and rendering, with one prototyped and exhibited at the Chengdu Auto Show.

EDUCATION

ArtCenter College of Design

MS. Industrial Design

Pasadena, CA | Sep 2024 - Present

The University of Nottingham Ningbo China

BEng. Product Design and Manufacture

Ningbo, ZJ | Sep 2019 - Jul 2023

AWARD

Core77 Student Winner

Nijimu: An Ambient Interface for Forgetting.

Interaction Category | 2026

Core77 Student Notable

PRES: A bottle opener for wrist-free opening.

Tools Category | 2026