Junchao Yang
Product Designer

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Professional Experience

Product Design Intern | GE Appliances, a Haier Company. (**7 Month**)

Jun 2021 - Present | Louisville, KY

• Design & iterate on a broad scope of projects including smart home app, screen-based appliances, service design & AR experience;
• Led 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;
• Conducted multiple research including 3 feasibility studies, 1 competitive analysis, 2 usability study & brainstorm sessions to help improve and ideate for the next-gen appliances experience;
• Worked 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; Oct 2020 - Feb 2021 | Shenzhen, China

Full-time: Jun 2020 - Sep 2020 | 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 based on insights from usability testing;
• Actively collaborated with the project manager, R&D department, and supply chain and propose solutions for design optimization;
• Accomplished 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;
• Led focus group discussions to help clients specify their design requirements;
• Provided conceptual design proposals and turn them into viable layouts for ADA regulations;
• Served as project manager for presentations, meetings, job site coordination, and drawing documentation;
• Established new presentation & iteration standard by integrating new technologies like Virtual Reality and cloud-based rendering, increasing efficiency in communicating with clients.

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

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