

Yiran Zhang



Product Designer

EXPERIENCE

Salesforce

Salesforce Sponsored Project

Pasadena, CA, Jan 2021- Apr 2021

- Designed a year-long event concept for Dreamforce and created the event's website interaction experience.
- Worked closely with stakeholders to promote the event's branding and adapted Salesforce's design principles.
- The event concept was collected by Dreamforce for future usage.

Bolted

Creative Designer

Pasadena, CA, Jul 2020- Mar. 2021

- Designed login experiences for Bolted's online community product, Vera.
- Programmed and developed the prototype in Unity. The prototype was adopted by the second launched version.

American Anthropologist

Editorial Assistant

Pasadena, CA, Jan 2021- Apr 2021

- Designed publicity materials for AA journal and website.
- Redesigned peer review process system;
- Coordinated with the review board to push the manuscripts review process.

BigBang Design Co., Ltd

UX/UI Designer

Shanghai, China, May 2017- Aug 2018

- Redesigned inside Information platform for the Baosteel Software.
- Designed data monitoring and analysis platform for Netis technology.

EDUCATION

Art Center College of Design

Master of Fine Arts, Media Design Practices

Pasadena, CA, 2019 - 2021

East China Normal University

Bachelor of Arts, Product Design

Shanghai, China, 2012 - 2016

PORTFOLIO

www.yiran.io

CONTACT

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TOOLS

Figma/Sketch
Adobe Suite
Unity/C4D
Front-end Stack/Webflow
Arduino/Processing

SKILLS

Interaction Design
User Research/Design
User Interface
AR/VR/XR
Rapid Prototyping
Physical Computing
Design Strategy
Concept Development

LANGUAGE

English (professional)
Mandarin (native)

LINKEDIN

[linkedin.com/in/meetyiran](https://www.linkedin.com/in/meetyiran)