

+1 (626) 319-7935

www.yunranzhang.com
yunranzhang120@gmail.com
www.linkedin.com/in/yunran/

#### **COMPETENCIES**

HMI Design
Interaction Design
Business Strategy
Branding / Graphic Design
User Research/ Interview
Experience Design
Data Visualization

#### **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**

## BMW Group | HMI Design Intern

Sep 2024 – Jan 2025

- Collaborated with BMW Skylab on future mobility and human-computer interaction.
- Developed in-car interaction concepts and high-fidelity prototypes.
- Participated in next-gen interaction experiments and testing.
- Managed information architecture, interaction flow, prototype, and UI design.
- Produced design documentation and communicate with developers.

## Vision Plants Co. | UI/UX Designer

May - Aug 2023

- Strategically implemented an E2E system and developed a holistic user interface for Vision Plants, enhancing overall user engagement and operational efficiency.
- Proposed and developed a mini-program for a popular Chinese social media platform, facilitating early access for customers and boosting prelaunch interest.

# **PROJECTS**

## DiDi Robotaxi Sponsored Studio | UX Designer

May - Aug 2024

The ArtCenter x DiDi Sponsored Project envisioned AI-driven robotaxi, blending advanced technology, autonomous intelligence, seamless interaction, and sustainable innovation.

- Initiated and led user research to inform the design of a user-friendly interface for Didi Robotaxi's autonomous vehicle systems, focusing on enhancing user interaction and accessibility.
- Developed and refined high-fidelity prototypes to visually communicate design concepts and strategies, setting the stage for iterative feedback and future enhancements.

# Volvo Group Sponsored Studio | UX Designer

Jan – Apr 2023

The ArtCenter x Volvo Sponsored project reimagined future mobility with cutting-edge technology, user-centered design, and sustainable innovation.

- Led a diverse team of 4, including industrial design students, to implement a visionary design for next-generation construction equipment, integrating over 10 advanced technological features suitable for both site and office use, driven by in-depth UX research and customer insights.
- Designed and implemented a comprehensive workflow for the equipment, culminating in the development of a prototype that received approval from Volvo stakeholders for inclusion in the next phase of development.

### **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.