

Yan Yu (US Lawful resident)

CMF Designer | Product Design Background | yyu3230@outlook.com | 410-919-3230 | www.9sday2u.com

EDUCATION

BACHELOR OF SCIENCE, Product Design
Art Center college of Design

Anticipated Aug 2026
Pasadena, CA

Relevant Coursework: Trends research, Brand strategy, Product sketch, 3D modeling, Product 3D render, Color Material Finish, Prototype make, Storytelling, Digital presentation, Market research, Material Visualization, Mood board create, customize material make, AIGC visualization.

Earned 12 credit for Master of Fine Arts in Industrial Design
California College of the Arts

Sep 2020 - Dec 2020
San Francisco, CA

BACHELOR OF ARTS, Digital Fabrication & Design
University of Wisconsin - Milwaukee

Dec 2018
Milwaukee, WI

WORK EXPERIENCE

Brand Designer, Contract | Jackery Inc, Fermont, CA. (Remote)

Oct.2025 - **Current**

- Developed visual storytelling around product sustainability and material innovation, translating technical energy products into clear design narratives, leveraging Brand Design principles.
- Created structured visual systems to communicate product materials, surface finishes, and environmental impact across digital platforms, emphasizing UX/UI and User Interface principles.
- Collaborated with product, marketing, and sustainability teams to align brand communication with product design and material strategy, including design reviews to ensure brand fidelity, while participating in Cross functional initiatives.
- Supported product storytelling and presentation for CES and global marketing initiatives, highlighting product materials and technology with a focus on visual design and iconography, utilizing Microsoft PowerPoint for presentation.

CMF Lab Assistant | ArtCenter College of Design, Pasadena, CA.

Sept. 2022 - May. 2023 and Sept. 2025 - **Current**

- Curated and maintained the CMF materials library, ensuring clear and accurate documentation of colors, finishes, and technical information for project use, including Craft and design system integration.
- Supported students and faculty by helping translate CMF trends and material properties into practical guidance from concept development through prototyping, utilizing artificial intelligence tools like Google Gemini and Midjourney for creative processes, and conducting Design Research to enhance outcomes.
- Facilitated CMF workshops integrating digital material visualization (via HP Z Captis and Adobe Substance 3D) with hands-on prototyping to evaluate and iterate on material finish options, showcasing Problem Solving abilities.
- Coordinated lab resources and worked with suppliers to ensure timely access to materials for coursework and exhibitions, demonstrating strong Management skills.

Production Associate & Technician | Foxconn Industrial Internet, Sturtevant, WI.

May. 2022 - Aug. 2022 and Nov. 2024 - Jan. 2026

- Observed and analyzed end-user (operator) interactions with manufacturing systems to identify workflow and usability issues impacting efficiency and quality, applying Technology Research methodologies.
- Contributed to the development and documentation of standardized rework procedures, improving clarity, repeatability, and cross-shift consistency on the production line, showcasing Planning and Proactive approaches.
- Designed and implemented a production downtime tracking tool to support root-cause analysis and cross-team communication, contributing to a 15% improvement in line efficiency while using Microsoft Excel.
- Operated and optimized advanced rework and soldering systems while collaborating with manufacturing, quality, and engineering teams to balance process accuracy, throughput, and quality standards.

Design Intern | Hanger Design Group, Shanghai, China

May. 2023 - Sept. 2023

- Supported CMF packaging development by maintaining color, material, and finish specifications to ensure brand alignment across design stages, using Adobe Creative Suite.
- Researched materials, surface treatments, and coatings, working with suppliers to evaluate feasibility, durability, and production constraints, while applying Graphic Design principles.
- Applied trend research and cultural insights to assist in developing CMF concepts and mood boards for premium packaging projects, including Ferrari China holiday gift packaging.
- Collaborated with designers and external vendors to help communicate CMF intent and specifications from concept through production, demonstrating the ability to Interpret design needs effectively.

Co-Founder | American Quatrefoil Skin Care (Shanghai) Ltd., Shanghai, China

Feb. 2019 - Jun. 2020

- Led CMF decision-making for packaging products, defining color standards, materials, coatings, and finishes with consideration for cost, durability, and manufacturability, while motivating the team towards shared goals.
- Worked directly with suppliers to prototype and validate packaging materials and finishes, balancing brand intent with production and cost constraints, demonstrating a proactive approach to Business Group dynamics.

SKILLS

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, Substance), Procreate, ProtoPie, Microsoft Office Suite

3D & Engineering Tools: SolidWorks, Rhinoceros, KeyShot, Fusion 360, Blender, CLO

Design Skills: User Research, Personas, Usability Testing, Interaction Design, Information Architecture, Wireframing & Interactive Prototyping, UX Documentation & Design Rationale, Workflow & Process Design, Cross-Functional Collaboration & Visual Communication, Trend Analysis, Insight Translation, Color, Material & Finish (CMF) Strategy, Material Visualization, Storytelling

Languages: Chinese (Native), English (Fluent), Spanish (Basic)

AWARDS/RECOGNITION

Departmental scholarship at ArtCenter College of Design

Sept.2020 - Dec. 2025

Departmental scholarship at California College of the Arts

Sept.2020 - Dec. 2020

ArtCenter Student Gallery

Dec. 2025

ORGANIZATIONS & ACTIVITIES

Industrial Designers Society of America

Student member

