

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, GPA: 3.3/4.0

Anticipated Jun 2026

Art Center college of Design

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..

Earned 12 credit for Master of Fine Arts in Industrial Design

Sep 2020 - Dec 2020

California College of the Arts

San Francisco, CA

BACHELOR OF ARTS, Digital Fabrication & Design

Dec 2018

University of Wisconsin - Milwaukee

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.
- Created structured visual systems to communicate product materials, surface finishes, and environmental impact across digital platforms.
- Collaborated with product, marketing, and sustainability teams to align brand communication with product design and material strategy.
- Supported product storytelling and presentation for CES and global marketing initiatives, highlighting product materials and technology.

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.
- Supported students and faculty by helping translate CMF trends and material properties into practical guidance from concept development through prototyping.
- Assisted in workshops that combined digital material visualization with hands-on prototyping to explore and compare material and finish options.
- Coordinated lab resources and worked with suppliers to ensure timely access to materials for coursework and exhibitions.

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.
- Contributed to the development and documentation of standardized rework procedures, improving clarity, repeatability, and cross-shift consistency on the production line.
- Designed and implemented a production downtime tracking tool to support root-cause analysis and cross-team communication, contributing to approximately 15% improvement in line efficiency.
- 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 development for packaging projects by organizing and maintaining color, material, and finish specifications to ensure brand alignment and clarity across design stages.
- Researched materials, surface treatments, and coatings, working with suppliers to evaluate feasibility, durability, and production constraints.
- 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.

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.
- Worked directly with suppliers to prototype and validate packaging materials and finishes, balancing brand intent with production and cost constraints.

SKILLS

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

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

