

Yan Yu (US Lawful resident)

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

EDUCATION

BACHELOR OF SCIENCE, Product Design Art Center college of Design	<i>Anticipated Jun 2026</i> 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 California College of the Arts	Sep 2020 - Dec 2020 San Francisco, CA

WORK EXPERIENCE

Brand Designer (Remote, Contact Jackery Inc, Fermont, CA.)	<i>Oct.2025 - Current</i>
<ul style="list-style-type: none">Executed official website visual design to reinforce brand consistency across digital touchpoints and product storytelling.Designed visual layouts and content structure for sustainability-focused web pages, translating environmental initiatives into clear, structured, and user-facing narratives.Collaborated with cross-functional partners to align brand visuals with marketing, product, and sustainability goals.Applied brand strategy and visual systems to ensure clarity, scalability, and long-term consistency across web-based design assets.	
CMF Lab Assistant ArtCenter College of Design, Pasadena, CA.	<i>Sept. 2022 - May.2022 and Nov.2024 - Current</i>
<ul style="list-style-type: none">Curated and maintained the CMF materials library, ensuring accurate documentation of colors, finishes, and technical specifications for academic and project use.Supported students and faculty in integrating advanced CMF trends into projects, guiding material selection from concept through prototyping.Facilitated hands-on workshops on material innovation, combining digital material visualization techniques with physical prototyping methods to explore new finishes and surface treatments.Managed lab resources and coordinated with suppliers to ensure timely availability of experimental and production-grade materials for coursework and exhibitions.	
Production Associate & Technician Foxconn Industrial Internet, Sturtevant, WI.	<i>May. 2022 - Aug 2023 and Sept 2024 – Jan 2026</i>
<ul style="list-style-type: none">Partnered with manufacturing, quality, and engineering teams to diagnose and resolve production issues, ensuring final assemblies met strict surface quality and durability standards.Programmed and optimized workflows for advanced rework stations (Krutz Ersa HR 600 XL and Summit LX), improving precision in component placement and finish integrity.Designed and implemented a production downtime tracking system, enabling data-driven improvements that increased operational efficiency by 15% while maintaining consistent product quality.Developed standardized rework procedures and trained technicians in precision soldering and defect remediation, ensuring adherence to specifications and long-term reliability in production output.	
Design Intern Hanger Design Group, Shanghai, China	<i>May. 2023 – Sept. 2023</i>
<ul style="list-style-type: none">Managed and maintained CMF documentation, including color and material guidelines, ensuring brand alignment and consistency across all project phases.Researched and sourced innovative materials, surface treatments, and coatings, collaborating with suppliers to explore proprietary finishes and validate production feasibility.Applied trend analysis, cultural insights, and technical constraints to develop CMF concepts and mood boards for high-end packaging projects, including holiday gift packaging for Ferrari China, balancing luxury aesthetics with manufacturability.Partnered with internal designers and external vendors to communicate CMF specifications clearly, supporting smooth transitions from concept development to final production.	

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

Feb. 2019 - Jun. 2020

- Led CMF for the packaging portfolio: defined color standards, substrates, coatings/laminates, and print finishes; created handoff-ready specification sheets for vendors.
- Partnered with packaging suppliers to prototype and validate materials and finishes for durability, color consistency, and manufacturability.
- Designed and specified materials/finishes for the brand showroom at the 2nd China International Import Expo, creating an immersive, tactile brand experience.
- Translated trend and consumer insights into CMF direction across product lines, balancing aesthetics with cost, lead time, and sustainability constraints.

SKILLS

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

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

Fabrication & Testing: CNC Routing, 3D Printing, Basic Circuit Design, Soldering (Mini-Wave & BGA Repair)

Design Skills: Trend Analysis, Brand Strategy, Textile Design, Handcraft Prototyping, Storytelling

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

AWARDS/RECOGNITION

Departmental scholarship at ArtCenter College of Design

Sept.2020 - **Present**

Departmental scholarship at California College of the Arts

Sept.2020 - Dec. 2020

ORGANIZATIONS & ACTIVITIES

Industrial Designers Society of America

Student member

