

Yinan Yang

Service Designer

www.yonayang.com yinan9782@gmail.com 185 1697 0802

Experience

Program Designer II | Sport One

Aug 2022- Jun 2023 / Beijing, China

Design and execute brand exposure activities for CR Snow Beer and Bactrobon at the *X-Game China Skateboard Tournament*.

- **Responsibilities:** event planning, execution, and coordination of brand displays, alongside the formulation of exposure strategies. Collaborated with teams for smooth implementation, covering logo design, promotional material production, and booth layout. Ensured alignment with client's brand image, coordinating internal teams and external vendors for impactful event operations.

Space Designer II | EICO Space

Jan 2022- Jun 2022 / Shanghai, China

Worked on the store interior and flow design for the new *TOMORO COFFEE* chain in Indonesia. *TOMORO COFFEE* being honored as one of the Top 10 Outstanding Design Cases at the IXDC International Experience Design Awards.

- **Responsibilities:** Collaborate closely with clients and brand designers to ensure that each space reflects the brand's story, heritage, and specific requirements. Design spatial solutions that resonate with the brand image and translating them into three-dimensional spaces to achieve the brand's goals and vision.

Junior Architect | Zao-Standardarchitecture

Sep 2020- Oct 2021 / Beijing, China

Contributed to the concept and interior design for various projects, including the *Aranya Hotel* room designs. Led both design and construction efforts for dormitories and laundry facilities at *Camerich Furniture*.

- **Responsibilities:** Redesigning residential and public spaces, managing the entire process from concept development through construction. This involved understanding project requirements through client consultations, refining conceptual designs, and overseeing architectural planning and execution.

Education

MA-Service Design | Royal College of Art

2024 / London, UK

BFA-Interior Architecture Adaptive Reuse | Rhode Island School of Design

2020 / Rhode Island, USA

Skills

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Design systems,
Branding,
Space design,
Business model

Research

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis

Product / Project Management

Team work,
Communication,
Leadership,
Adaptability,
Critical thinking,
Problem solving,
Project planning,
Time management

Tools

Design

Figma,
Adobe Illustrator
Photoshop,
Indesign
Video editing,
Miro, Sketch Up