

# YanYan Qian

Irvine, CA 92620

yanyan.design@gmail.com 512-784-8730

www.yanyandesigns.com

---

- Extensive experience in the design profession; specialized in the web design, graphic visualization, marketing and company branding.
- Proficient with Adobe Creative Suite (Illustrator, Photoshop, InDesign, Flash and Dreamweaver) & wireframe tools, strong knowledge of HTML, CSS.
- A great team player. Close collaboration with designers, marketing and sales team.

## **PROFESSIONAL EXPERIENCE**

Red Too Studios

Irvine, CA

2017-present

### **UI/UX Contractor**

- Lead designer for the web and mobile application projects. Created wireframes and visual assets used in the applications.
- Designed YLB mobile application, a social media mobile platform for college applicants. App was launched in the Apple store within 4 months' close collaboration between me and the developers, gained over 2000+ users on the first launch.
- Designed Bread Pie mobile application, an app targets for job hunters in the Asia job market. Established personas and user journey maps, created high fidelity mockups and all the visual assets.
- Lead the Newport Hair Loss Center rebranding project. Delivered a completely new website and marketing packages. Transformed the traditional website to a mobile-friendly responsive website.

Phoenix Energy Technologies

Irvine, CA

2012-2017

### **Senior UI/UX Designer**

- Developed and managed the look and feel of the entire enterprise level green technology application. These proprietary SaaS products were used by over 20 high profile and Fortune 500 companies. Created the company's visual branding and style guide.
- Set the standards and lead decisions on the user-centered design process. Created the user experience/journey maps. Solved the challenge of highly functional and cohesive user experience throughout the whole application.
- Collaborated closely with the product managers to set up project requirement documents, gathered users' need and feedback. Created visual mockups and prototypes at the initial stage of projects.
- Highly involved in the development team's the Agile process and daily scrums. Delivered detailed visual specifications for the software engineers. Supported in the front-end development using the MVVM and MVC models. Set up company's unique CSS style guide.

Smith Micro Software, Inc.

Aliso Viejo, CA

2010-2012

### **Interaction Designer**

- Created design concepts and visual screens for mobile applications, web sites, online rich media and print media.
- Oversaw the creative process and prepared for deliverables, such as the brand boards, user stories, wireframes, user interface screens, print materials and style guides.
- Researched and developed visuals for various platforms across from PC, Macintosh, smartphones to tablets (iOS & Android).
- Translated the branding and marketing strategies for large mobile technology clients, such as AT&T, Sprint, T-Mobile and Verizon. Kept design concepts within the project scope: strategic positioning, business requirements, timelines, and budgets.

BAE Systems

Ontario, CA

2009-2010

### **Senior Product Designer**

- Worked in the New Product Development group of the protective gear and body armor industry for the military and law enforcement industry.
- Designed and engineered new product concepts along with modifications to existing products. Interpreted, analyzed, and developed solutions from customer specifications.
- Generated conceptual pattern and dimensional data requirements. Lead the pattern makers and technicians to generate Bills of Materials and Bills of Operation for assigned projects. Oversaw the offshore manufacturing progress.
- Interfaced with all teams within the corporation, from marketing, sales, manufacturing, customer service, purchasing, to the finance teams. Provided product information and supported end-users.

Activa Global Sports & Entertainment

Irvine, CA

2007-2009

### **Senior Graphic Artist**

- Designed new products for a sports and entertainment consumer products company. Produced high quality print-ready graphics for product packaging, advertising and point-of-purchase signage. Products such as collectibles, toys, gifts and apparels were mass produced and sold in large retail stores, such as Walmart.
- Generated three dimensional product renderings and retail displays. Received numerous art and design approvals from national sports league such as NFL, NBA and NHL, and entertainment network such as HBO and Warner Bros.

PICO

Torrance, CA

2006-2007

### **Lead Designer**

- Lead the Los Angeles regional office design team for a global event company. Communicated with clients and collaborated with vendors all around North America, Europe and Asia.

- Oversaw the design scheduling and progress. Managed design strategy and direction by understanding the clients' branding guidelines, event requirements and budget constraints.
- Designed and delivered comprehensive presentation packages.
- Worked extensively with clients, including many Fortune 500 companies, from the industries of aerospace, energy, entertainment, fashion, gaming, multimedia, semiconductor, defense, and security. Gained compliments from clients by successfully designing their retail space, trade show booths, and public events.

#### Exhibit Planning and Management

Albany, NY

2004-2006

#### **Graphic & 3D Designer**

- Responsible for designing all phases of 2D and 3D design in the field of exhibition and events planning, including creative thinking, freehand sketches, design development, electronic presentations and construction supervision in the exhibition and event industry domestically and overseas.
- Worked collaboratively with outside agencies and vendors to coordinate projects. Successfully designed and completed the shows and events of: GE booth in Power Gen Europe, Power Gen India, World Wind Energy, Nuclear Power Industry in Shanghai, Russia Power, GITA, OTC, GE Ecomagination Event, Nextfest Event, and Grandoe booth in World Shoe Association and MAGIC show.

### **EDUCATION**

Master of Fine Art in Design - University of Texas at Austin

Bachelor of Engineering in Industrial Design - Zhejiang University