

Xiwen Yan (Echo)

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[Portfolio](#) | [LinkedIn](#)

Education

School of Visual Arts, New York, NY

MFA in Interaction Design
Sep 2026 - Expected 2028

Shanghai Maritime University

Bachelor of Engineering in Industrial Design
Sep 2022 - Jun 2026

Skills

Design Methods

User research, user flows, wireframing, usability testing

Design & Prototyping

Figma | Photoshop | Illustrator

3D & Rendering

Rhino | Blender | KeyShot | D5

Physical Computing

Arduino | Vibe coding

Languages

English (proficient)
Chinese (native)

Awards

National Third Prize | 2025

China Creative Challenges Contest; Shanghai Second Prizes, 2024 & 2025

Gold & Bronze | 2025

FA International Frontier Innovation Design Competition (China Division)

Silver & 2 Bronze Awards | 2025

ICAD International Contemporary Youth Art Design Competition

Silver Award | 2025

Global Visio International Design

Provincial Silver Award | 2025

Eastern Creative Star Design (Team)

Second Prize | 2024

Huichuang Youth, Shanghai Student Creative Works Exhibition (Product Design)

SMU Scholarship | 2023, 2024

Shanghai Maritime University

Internship Experience

Beijing Gehua Design Co., Ltd.

Design Intern | Mar - Jun 2025 | Beijing

- Independently designed a **task-based visitor journey** for a proposed imperial-cuisine exhibition, linking physical exhibits with ingredient collection, cooking choices, and personalized feedback.
- Iterated on existing interface designs** for task guidance, ingredient-card collection, and results screens.
- Translated **stakeholder requirements** into design revisions, balancing the visitor experience with **budget and production constraints**.
- Independently **proposed commercialization concepts**, including themed merchandise, food-brand collaborations, and restaurant partnerships.

COSCO Seafarer Management Co., Ltd.

Visual Design Intern | Nov - Dec 2024 | Shanghai

- Designed posters, staff badges, invitations and **interactive check-in stations** for the "Haiyuji" maritime culture market.
- Collaborated with a **9-member design team** to maintain visual consistency across event materials using shared assets.
- Reviewed **commercial-use permissions** and **cultural sensitivities** when selecting visual assets.

Selected Projects

VTT to LRC Converter

Product Manager | Dec 2025 - Present

[GitHub](#) | [Live Web App](#)

- Led **product design, branding**, and **launch promotion** for an Android subtitle converter; reached **1,000+ total downloads**.
- The Android and web versions support local file processing and batch conversion, with progress feedback and actionable error messages.

Inn-trovert | Inclusive Social Experience

Independent UX & Service Design Concept | Jun - Oct 2025

- Identified barriers to participation in bar-based social activities through **field observations** and a survey with **68 valid responses**.
- Created a **service blueprint, mobile user flows**, a **UI kit**, and physical task cards connecting digital and in-person activities.
- Tested **paper prototypes** with 3 participants to evaluate invitation timing, recommendations, and task-completion clarity.

Additional Experience

RedNote (Xiaohongshu) | Content Creator

- Created food and lifestyle content; a single post generated **700K views** and **34K likes** to date.

"Dachuan" Heritage Preservation | Team Leader

- Documented traditional craft steps, created **3D models**, and developed a **website demo** for public engagement.