# Danchang(Iris) Yan

Product, Design Strategies, User Experience

📞 445-900-8551

✉ irisyan@seas.upenn.edu

◎ Philadelphia

in www.linkedin.com/in/danchang-iris-yan-845534210

⊡ www.danchangyan.com

## PROGRAMME EXPERIENCE

**Technical Product Planning Lead**                        Apr 2025, Philadelphia & New York
@ Design Challenge Competition held by Wharton ID Club & JPMorgan Chase

- Designed a browser extension to contextualize Chase product info for international students, enhancing comprehension and conversion.
- Built a logic framework combining AI signals, product structure, and user journeys to deliver personalized, stage-based content.
- Developed API-based recommendation flow; won Chase Design Challenge and earned endorsement from CPO Rohan Amin and the Product & Data team.

**User Experience Strategy & Research Lead**           Jan 2025 – May 2025, Philadelphia
@ Amtrak First-Time Rider Experience Optimization Project

- Redefined target users from "first-time riders" to those anxious due to unfamiliar travel, shifting research toward behavioral patterns.
- Identified fragmented guidance as the core UX gap; proposed a phased digital system (app, signage, alerts) with high-fidelity prototypes to bridge service touchpoints.
- Validated insights through stakeholder buy-in and partial adoption in Amtrak's 2025 app roadmap.

**Automated Generation of Mobile Shopping Guide Interface UI with Alibaba** Sep 2021 – Feb 2022
@ International Design Institute of Zhejiang University

- Conducted experimental design and data analysis to explore the focus areas and layout preferences of different user groups during various stages of e-commerce shopping on a platform.
- Developed an intelligent layout framework aligned with experimental conclusions and research, integrating modules for user intent recognition, layout element selection, and UI interface generation.

## WORK EXPERIENCE

**Product Manager Intern**                              Oct 2022 – Jan 2023, Shanghai
@ NIO

- Improved inefficiencies in the old procurement system by identifying user needs, proposing optimization solutions in PRD.
- Analytics on transforming data, utilizing python to monitor procurement material data circulation.
- Planned and conduct user tests.
- Conducted a detailed check-in plan aligning with the product develop stages, enhancing the product-develop teams collaboration efficiency.

**Interaction Desginer Intern**                         June 2022 – Oct 2022, Beijing
@ Meituan

- Engaged in company's design system iteration, conduct ux design of beginner's guide and graph generation module.
- Was responsible for company's ux iteration project of front-end delivery system, working with product manager and developed team to deliver new system design.

**Research Assistant**                                  June 2023 – Sep 2023, Zhejiang
@ International Design Institute of Zhejiang University

- Cooperated on the smart fabric project 'IntelliTex', published the paper on ACM Conference on Human Factors in Computing Systems (CHI) 2024, received the Best Paper Nomination Award.

## EDUCATION

**University of Pennsylvania | Master in Integrated Product Design(M: IPD)**

- GPA: 3.90/4.00
- Core Courses: Design Process, Problem Framing, Big Data Analytics, Engineering Entrepreneurship

**Zhejiang University | Bachelor Degree in Product Design**

- GPA: 3.87/4.00
- Core Courses: Design Psychology, Business Innovation Design

## SKILLS

**User Research**

- User Interviews, Contextual Inquiry, Surveys
- Usability Testing, Journey Mapping, A/B Testing, Task Analysis
- Story Board&Persona Creation, Insight Synthesis, Problem Framing

**Design**

- Adobe Sets: Photoshop, Illustration, Premere Pro, After Effects, InDesign, Lightroom
- Figma, Sketch
- Rhino, Blender, Keyshot, Spline
- 3D printing, Laser cutting
- Photography, Filming, Davinci

**Programming**

- Python，Java，SQL
- Pandas, Polars, DuckDB

**Language**

- Mandarin
- English

**Other**

- Unsplash photography account: 400000 views, 5000 downloads