Danchang(Iris) Yan

Product, Design Strategies, User Experience

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PROJECT 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   Mar 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.

Research Assistant   Sep 2021 – Feb 2022, Zhejiang, China
@ Automated Generation of Mobile ShoppingGuide Interface UI with Alibaba

- 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, China
@ 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, China
@ 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, China
@ 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