

Yuchen Zhai

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SUMMARY

User-centered UX designer with a strong background in interaction design, product storytelling, and gamified education. Experienced in leading user research, prototyping, and collaborative workflows. Skilled at turning complex challenges into engaging design solutions through empathy and systems thinking. **Currently seeking UX and visual design opportunities where I can apply both creative and strategic thinking to build meaningful user experiences.**

EDUCATION

JiangNan University **Bachelor of Art, Product Design** **09/2020-07/2024**

GPA: 3.04/4.0 Average Score: 86.7/100

Coursework: Product Design, Product Development, User Research & Product Definition, Service Design, Foundation of Interaction Design

KTH **Master of Science, Interactive Media Technology** **08/2024-06/2026**

Coursework: UX Design, Information Visualization, Dynamic Web and Interfaces, Computer Game Design

PROFESSIONAL EXPERIENCE

2022-2024 **Protect Dodo Technology Co., Ltd.** **Wuxi** **Visual & UX Designer**

- Led user research, behavior analysis, and persona development for two educational games addressing child-parent communication in sexuality education
- Applied Piaget's cognitive theory to segment 6–12 y/o users into developmental stages, informing content and interaction design

Key Projects:

◆ Dodo's Growth – Educational Board Game

- Led end-to-end product development (0–1), designing a hybrid gameplay system combining map quests and collectible cards
- Embedded educational goals into interactive scenarios with adaptive difficulty and behavioral feedback mechanisms
- Designed parent-child collaborative mechanics and feedback loops to reduce anxiety and enhance engagement

◆ Beast Banquet – Interactive Story Game

- Developed dual narrative architecture from both child and parent perspectives, solving low engagement in traditional formats
- Replaced didactic structures with interactive storytelling, boosting child participation by 42%
- Integrated tiered content disclosure and dynamic UX flows to align with user cognitive load and emotional comfort
- As visual lead, built consistent design systems across multiple products, balancing educational clarity with emotional sensitivity

2021-2022 **YES Design Studio** **Shanghai** **Social Media Designer**

- Developed content strategy and visual system for Design Methodology, a WeChat public account on UX and service design thinking
- Structured a scalable knowledge base for long-term audience engagement across vertical topics
- Designed cross-platform visual identity to align brand tone with educational UX topics

Key Contributions:

- Created platform-adaptive infographic formats and interactive article structures
- Improved clarity of complex topics through visual storytelling, increasing content share rate on WeChat and Xiaohongshu

EXTRACURRICULAR EXPERIENCE

2020-2021 **JNU Design Society** **Member (Visual Designer & Cross-Platform Strategist)**

- Designed content architecture and visual identity for Influenza magazine's academic WeChat account
- Coordinated social media strategies across WeChat, Weibo, Xiaohongshu, with channel-specific design adaptations
- Served as visual lead for international academic conferences

Key Projects:

- Designed layout systems for scholarly interview features and magazines
- Directed cross-departmental collaboration for visual communication and media outreach
- Created multi-format promotional kits and event visuals for conferences

2021-2022 **Student Union, JNU Design Dept.** **Leader**

- Organized department forums and competition exchange events with 150+ attendees
- Led visual and editorial design of the Academic Competition White Paper, used as the department's official reference
- Facilitated faculty-student collaboration through visualized academic materials

Key Achievements:

- Established visual standards and templates to improve document coherence
- Initiated shared resource platforms to support competition participation and mentorship

2024-now KTH International Committee, CS & Media Chapter Member (UI/UX & Visual Designer)

- Redesigned the CS chapter’s student union website to improve navigation and access for international students
- Developed a faculty-specific color palette and responsive layout optimized for multicultural readability
- Designed cultural event visuals, including collectible Nordic-embroidered patches (200+ distributed)

Event & Product Design:

- Led promotional campaigns for Chinese New Year and other cultural events
- Created visual language and user flow for both online and offline engagement

AWARDS

Silver Award, 8th Huacan Award "Emergence" Design Competition

Excellence Award, National Visual Design Competition (Huacan Award)

Bronze Award, East China Product Design "Fruit Design Cup"

Silver Award, Sate-Lite University-Enterprise Product Design Competition

Design Patent: Camping Air Fryer (Patent No.: 202330022735.4)

SKILLS

Languages

- English (Professional) | Swedish (Learning)

Prototyping & Interaction

- Figma (Expert) | ProtoPie | High-fidelity prototyping
- Flow Design: Visio | XMind

Frontend Development

- JavaScript | Python | C
- Implementation capability with React / Vue frameworks

3D Modeling & Rendering

- Blender | Rhino | Cinema 4D | KeyShot

Graphic & Motion Design

- Photoshop | Illustrator | After Effects | Premiere Pro

Game Development

- Unity (2D/3D/XR)

Office Software

- Advanced Word | PowerPoint | Excel