SHIXUN CHEN

Interdisciplinary designer in the robotics industry with experience in industrial design, UI/UX, front-end development, and hardware/software integration for medical and service robots.

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EXPERIENCE

Futronics (NA) Corporation / *Senior Industrial Designer*

September 2022-Now, PASADENA, CA

- Report directly to the President in a fast-paced startup environment; lead cross-functional teams in UI/UX and industrial design across cloud-based platforms and healthcare robotics.
- Collaborate with business development to define product strategy using design thinking informed by quantitative and qualitative research, aligning solutions with medical needs and market viability.
- Lead the industrial design of advanced rehabilitation devices, including a desktop therapy robot and an upper-limb exoskeleton; work with engineering and supply chain to optimize for cost and manufacturability; and designed the training program UI for nursing staff.
- Develop testing plans with PMs; conduct clinical trials in skilled nursing facilities and produce FDA-oriented documentation, including test reports and requirement traceability matrices
- Design and co-develop the front-end for a custom MVP of an autonomous wheelchair SaaS platform for a hospital in Latvia, integrating user-centered UI/UX with responsive functionality.
- Oversee brand identity and intellectual property to align with long-term innovation and product differentiation strategies.
- Manage eCommerce operations for IoT products, including product curation, advertising, reviews, marketing assets, and logistics

INSEAD / *Design Coach*

July 2020-August 2024, Remote

- Guide the EMBA Online Programme - Design Thinking and Creativity for Business.
- Provide coaching on business model iteration through testing, and guide value proposition development to strengthen market alignment.

ArtCenter College of Design / *Guest Lecturer*

September 2022 - December 2022, PASADENA, CA

- Facilitated the collaboration between ArtCenter and Tsinghua University through the ACXT LAB program.
- Delivered lectures on DFMA (Design for Manufacture and Assembly) and provided weekly critiques and guidance to graduate-level students.

Wavemaker Labs, Inc. / *Industrial Designer*

October 2021-July 2022, EL SEGUNDO, CA

- Redesigned the UX/UI for Piestro's pizza kiosk, enabling custom orders in under 90 seconds and ensuring ADA compliance.
- Led internal and external usability testing and interaction refinement for beta deployment.
- Designed end-to-end B2B portals for Graze (autonomous lawn mowers) and Future Acres (robotic harvest companion), from information architecture to fleet dashboards and control interfaces.
- Co-designed Autocado for Chipotle's food automation initiative; conducted in-store research and led a 1-day innovation workshop to align tech feasibility with user needs. The robotic guacamole solution launched in July 2023.

EDUCATION

ArtCenter College of Design

2016-2019   PASADENA, CA
MS Industrial Design

INSEAD

April 2019-May 2019   SINGAPORE
Executive Education
Innovation By Design Program

Pensole Footwear Design Academy

August 2018   PORTLAND, OR
Sneaker CMF Design Summer Program

Tsinghua University

2012-2016   BEIJING, CHINA
BE Vehicle Engineering (Body Design)
BFA Digital Entertainment Design

Politecnico di Milano

September 2014-March 2015   MILAN, ITALY
Design & Engineering Exchange Student

AWARDS

iF Design Award 2024

UX Design Awards Nominated 2024

2023 Edison Award
- Smart Elderly Care Solution for Nursing Homes by UBTECH Robotics Corp Ltd.

MUSE Design Awards 2023
Platinum Winner

Vega Digital Awards 2023
Platinum Winner

IDA Design Awards 2023 *Bronze*

Project Management Professional Certificate (PMP) *Valid until 2026*

IEEE Outstanding Service Award
IEEE RO-MAN 2024

UBTECH North America Research and Development Center / *Industrial*

Designer October 2019-September 2021, PASADENA, CA

- Designed 5 healthcare robots from concept to production, including 2D ideation, CMF, and 3D CAD for manufacturing and assembly; also contributed to cloud fleet management platforms and robot UI development.
- First author on 3 granted U.S. patents; led the design of the WELLI Smart Companion and PATHFYNDER Smart Chair, launched at CES 2022.
- Directed a 6-minute animated trailer to visualize UBTECH's elderly care ecosystem; also produced and supervised a live-action commercial showcasing real product functionality.
- Created AR-enabled brochures for trade shows, featuring QR codes linking to interactive mobile robot demos.
- Managed prototyping, vendor logistics, and eCommerce channels for IoT product distribution.

Station Digital Media, Inc. / *UI/UX Designer*

Septmeber 2019-October 2019

- Worked on UI/UX enhancement and quality assurance for MyMazda app.

IBM / *Design Intern, China Development Lab Watson IoT*

July-August 2017

- Designed UX and UI for the Intelligent Academic Conference System in Sketch from scratch, build out the desktop and mobile website in Html and Javascript.
- Involvd in full stack development utilizing Python based on the Watson speech recognition platfrom.

Didi / *Design Intern, Uber Business Team*

May 2017-June 2017, BEIJING, CHINA

- Designed marketing banners and campaign assets; developed UI for Didi app.

Daimler AG / *RD China – Innovation and Concepts, Intern*

March 2016-June 2016, BEIJING, CHINA

- Supported innovation workshops for in-vehicle technology and mobility services.

PATENT

Patent No.: D920410
First Author

Patent No.: D921080
First Author

Patent No.: D921082
First Author

Patent No.: D966382

Patent No.: D921081

Patent No.: D921083

Patent No.: D966383

TOOLS

Figma, Sketch, Blender, Onshape, Solidworks, Pro-E, Rhino, Unity, 3DS Max, Keyshot, Blender, Vred, Adobe Suite, Miro

DESIGN

Design Thinking, Design Management, Design Strategy, Rapid Prototyping, Responsive Design, Visual Communication, Animation, Rendering, Sketching, 3D Drafting, AI Image Processing,

RESEARCH

Ethnographic Research, Survey, Interview, A/B Testing, Usability Testing, Market Research, Heuristic Evaluation, Data Visualization, Personas