

Iris (Xiaobi) Pan

Product Designer

Address New York, NY - Open To Remote Work

WWW <http://irispan.net>

Phone (617) 899-7188

E-mail irisxpan@gmail.com

Iris Pan is a **strategic** and **interdisciplinary designer** with **8+ years'** experience **leading omni-channel product design and innovation** from start to finish. Coming from an **Engineering + Design + Tech** background, Iris is able to dissolve boundaries between different fields, merge the **digital and the physical**, and use constraints as fuels for **creative problem solving**. Over the years, Iris has been passionately exploring how **new interface technology** married with **human-centered design and storytelling** can engage people at a deeper level.



Education

Aug 2017 - Harvard University

May 2019 *Master in Design Studies (Tech Focus) - Cambridge, MA*

Feb 2018 - MIT Media Lab

May 2019 *Cross-Registration On ARVR, Design Innovation - Cambridge, MA*

Sep 2008 - Zhejiang University

Jun 2013 *Bachelor of Engineering (Industrial Design Major) - Hangzhou, China*



Work History

2019 -

Current

Mastercard Labs - Sr. UX Design Engineer

New York, USA

- **Lead New Interface + New Commerce Experience Prototyping:** created **3+ ARVR/ IOT-based** demos to showcase Mastercard's solutions and engage customers through **hybrid-media storytelling** —e.g., the **virtual unattended store** interactive tour, VR Priceless Land demo, etc. **3** patents filed and to be exhibited at multiple summits.
- **Co-lead Large-Scale Cross-Functional New Product Development:** **4 projects** ramped up/ **2 products launched** to date —e.g., the **Blockchain-Based** Smart Commerce Platform, **B2B** Payment VisionType, Marketplace Empower Solution, etc. Led design **workshops** and **weekly reviews with SVPs**, iterated and produced design deliverables on time.
- **Rapid UX Prototyping for Early-Stage Projects:** supported ideation and prototyping for internal incubator projects which later became the **Priceless Planet Coalition** (now live), for instance.

2017 - 2017

CI&T - Sr. UX Designer

Shanghai, China

- Designed the **ChickVacc app** for Merial Animal Health Ltd. Enhanced poultry farmers' work efficiency with a **30% increase** in chicken vaccination rate.
- **Evangelized** the **Lean + Agile UX approach** on behalf of CI&T China (e.g., gave UX strategy talks at **HK CityU**, etc.) and influenced clients' UX strategy.
- Redesigned the official website for CI&T, a global digital solution company. Helped elevate brand image and **win major clients** including **Coca-Cola China**.

2015 - 2016

COC (A Creative Agency) - Interaction Designer

Shanghai, China

- Invented a **first-of-its-kind hybrid retail experience**, Love Cassette, that combines in-store human-machine interaction with online personalized-content sharing to achieve a seamless **interaction + business loop**. Toured nationally with **multi-million** visits and profits.
- Created a **double-player Kinect game** for **Bosch's** product launch campaign with **100k+** offline participants and online sharing in a month. Increased sales by **30%**.
- Originated a **gesture-based interactive experience** for client. Featured by Asia Design & Management Forum (**20k visits/3 days**). Client's search rate raised by 50% and sales doubled.

2012 - 2015

Freelance - Designer

Shanghai, China

- Delivered **omnichannel brand and UX design solutions** for **10+** mid-sized Chinese companies to help differentiate their brand and expand customer base. Established **design consistency across various platforms** (e.g. web, app, video, prints, physical store...).



Skills

UX Design & Prototyping, Design Thinking, Iterative Design, Storyboarding

Game Design, ARVR Design & Development (Unity + Unreal), Computational Design, C# programming

Industrial Design, 3D Modeling, Digital Fabrication, Electrical Design & Engineering, Robotics

Sound Design, Animation, Video Production, Branding, Motion Graphics, Web Design



Honors

- **14th International Conference on Design Principles & Practices** - Speaker 2020
- **Apple Hardware Technology Group** - Guest speaker 2019
- **IEEE GEM** (Games, Entertainment and Media) Conference - Speaker & Panelist 2019
- **New England Graduate Media Symposium** - Speaker & Panelist 2019
- **A' Design Award** Generative, Algorithmic and Parametric category - Winner 2019
- **Red Dot Concept Design Award** - Winner 2011