

Iris (Xiaobi) Pan

Product Designer

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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, blend the **digital with physical**, and use constraints as fuels for **creative problem solving**. Over the years, Iris has been passionately exploring how **new interface technology, human-centered design and storytelling** together can engage people at a deeper level.



Education

- Aug 2017 - May 2019** **Harvard University**
Master in Design Studies (Tech Focus) - Cambridge, MA
- Feb 2018 - May 2019** **MIT Media Lab**
Cross-Registration On ARVR, Design Innovation - Cambridge, MA
- Sep 2008 - Jun 2013** **Zhejiang University**
Bachelor of Engineering (Industrial Design Major) - Hangzhou, China



Work History

- 2019 - Current** **Sr. UX Design Engineer / Mastercard Labs**
New York, USA
 - **Lead New Interface + New Commerce Experience Innovation:** 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 journey, VR New Payment 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 Contract 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

Sr. UX Designer / CI&T

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

Interaction Designer / COC (A Creative Agency)

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

Designer / Freelance

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** - Invited 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 - Award Winner 2019
- **Red Dot Concept Design Award** - Award Winner 2011