

# Xiaobi Pan (Iris Pan)

## Product Designer with a focus on new interface technologies

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## Work History

### Sr. (L6) Product Designer / Amazon

Jun 13, 2022 - Now CA, USA

- **Lead Amazon's Live AR (Augmented Reality) product design**, including "View in Your Room" with 25 million annual users. Responsible for end-to-end experience design and hand-off.
- Collaborate with product, science and engineering to co-create Amazon's AR + shopping vision.

### Lead Product Designer / Alation

Nov 21, 2021 - May 13, 2022 CA, USA

- **Oversaw the Data Governance side of design for Alation.** Mentoring 2 Sr. designers in the team.
- Enhanced **design influence** through initiating and leading cross-org design-thinking workshops.

### Sr. UX Design Engineer / Mastercard

Aug 26, 2019 - Nov 18, 2021 New York, USA

- **Led New Interface + New Commerce Experience R&D:** created ARVR-related demos to explore new customer touch points and business opportunities, e.g. Mastercard Virtual Unattended Store, VR New Payment demo, Quantum Settlement System... Developed into long-term company-wide initiatives.
- **Co-led Cross-Functional New Product Development:** 3 products launched to date, e.g. Mastercard Blockchain-Based Smart Contract Platform, Track B2B Payment Ecosystem Redesign, Mastercard Empower: Marketplace Analytics Solution for sellers and marketplace managers, etc. Ran design workshops and presented to senior leadership weekly. Iterated and produced design deliverables within a tight timeline.
- **Rapid UX Prototyping for Internal Incubator Projects:** produced early prototypes for Mastercard Priceless Planet Coalition and other social-impact driven projects.

## Sr. UX Designer / CI&T

Apr 01, 2017 - Jul 15, 2017      *Shanghai, China*

- Designed the **ChickVacc app** for Merial Animal Health Ltd. Enhanced poultry farmers' work efficiency.
- **Redesigned website** for global digital solution company CI&T to elevate brand image and win major clients
- Evangelized **Lean + Agile UX** approach on behalf of CI&T China.

## Interaction Designer / COC (Creature of Creation)

Nov 09, 2015 - Nov 30, 2016      *Shanghai, China*

- Invented first-of-its-kind **hybrid retail experience**, Love Cassette, to combine in-store human-machine interaction with online personalized-content sharing to achieve seamless experience + business loop. Toured nationally with multi- million visits and profits.
- Created a double-player **Kinect game** for **Bosch's** campaign with **100k+** offline participants and online sharing in a month.
- Originated **gesture-based interactive experience** for brand Zaowu. Exhibited at Asia Design & Management Forum.

## Designer / Freelance

Dec 01, 2012 - Nov 01, 2015      *Shanghai, China*

- Delivered omni-channel **branding/app/web design solutions** for mid-sized Chinese companies with consistency across multiple platforms and a focus on interactive brand storytelling.

# Education

## Harvard Graduate School of Design / Master in Design Studies (Tech)

Aug 30, 2017 - May 30, 2019      *Cambridge, MA, USA*

- Courses: Research Topics in HCI, XR Independent Study, Computational Design, Quantitative Aesthetics: Design Signal, Immersive Landscape: Representation With Gaming Technology, Interface Design: Integrating Material Perceptions, Material System: Digital Design & Fabrication, Nano Micro Macro, etc.

## **MIT Media Lab / Cross-Registration**

Feb 01, 2018 - May 30, 2019      *Cambridge, MA, USA*

- Courses: Design VR Applications for Learning and Creativity, Hacking XR, Human Factor in Design and Innovation, Human 2.0, Revolutionary Ventures: Invent and Deploy Transformative Technologies, Future Commerce, etc.

## **Zhejiang University / B.E., Industrial Design (Information Product Design Focus)**

Sep 01, 2008 - Jul 15, 2013      *Hangzhou, Zhejiang, China*

- Core Courses: User Experience Design, Multimedia Design, Design Engineering, Design Testing, Product Integration, Design Thinking & Expression, Product System Design, Business Design & Innovation, etc.

## **Awards**

2019 A' Design Award - Generative, Algorithmic and Parametric Category

2011 Red Dot Award - Design Concept Award

## **Conferences & Exhibitions**

11/11/2020      The Fourteenth International Conference on Design Principles & Practices      - Conference Speaker

06/22/2019      IEEE GEM (Games, Entertainment, Media)      - Conference Speaker & Panelist

03/16/2019      New England Graduate Media Symposium      - Conference Speaker & Panelist

04/05/2019      Harvard Student Art Show      - Artist on Exhibition

03/10/2019      Ten Days of Art - Murze Magazine Online Artist Residency      - Artist on Exhibition