



YUCHEN ZHANG
INTERACTION DESIGNER

✉ yuchen@wearablemedia.co
☎ 6099026367
📍 41 Kosciuszko street, Brooklyn, NY11205
🌐 yuchenzhang.com

EXPERIENCE

WEARABLE MEDIA STUDIO

Co-Founder & CEO, New York, US, 2016-Present

Designed, developed and launched our music-life style product line. Managed, designed, and prototyped for both consultancy and internal projects.

PARSONS SCHOOL OF DESIGN

Adjunct Professor, New York, US, 2017 - Present

Developed and conducted design lecture/workshop classes around interaction design for both the MFA Design & Technology and BFA Integrated Design programs.

LOOMIA

Creative Technologist, New York, US, 2015 - 2016

Launched and executed both consultant and internal fashion technology projects at The Crated (later renamed Loomia) utilizing UX design, visual design, and rapid prototyping.

ABC DESIGN LAB

Art Director, New York, US, 2015 - 2016

Developed art direction, brand systems, UX, and interactive projects for a variety of clients.

RED ANTLER INC.

Senior Designer, New York, US, 2010 - 2013

Directed designers in creating branding concepts and brainstorming initiatives. Designed brand systems as well as UX wireframes, prototypes, and user flows both in web sites and mobile apps.

PENTAGRAM

Graphic Design Intern, Baltimore, US, 2010

Created signage, print, and packaging designs for award-winning designer Abbott Miller.

PRESS

The Verge, "These Three Designers Make Wearables That Measure the World Around You" Feature Story

New York, US, May 2019

LVMH Innovation Award Finalist

Paris, France, May 2018

SKILLS

DESIGN

UX design across web, mobile, and wearable platforms.

Developing art direction, design research, and visual solutions in Branding and interaction design.

DIGITAL DESIGN

Professional in Adobe Series: Photoshop, Lightroom, Illustrator, InDesign, XD, and Premier.

PROTOTYPING

Proficient in prototyping user experiences using tools such as: basic HTML, Processing, Physical Computing, Arduino Programming, Processing Programming.

Proficient in fabrication skills, Fusion360 modeling, 3D printing, laser cutting, mold building, sewing, draping.

RESIDENCY

PITCH, UNILEVER

Residency, New York, US, 2016

Designed and prototyped interactive garments for Unilever's creative space. Facilitated and participated in product concept workshops.

BF+DA, PRATT INSTITUTE

Technology Fellow, New York, US, 2016 - 2017

Research fellow on "e-textile as a medium for human-computer interaction."

OPEN STYLE LAB, MIT - Massachusetts Institute of Technology

Research Fellowship, Boston, US, 2016

Design research to create wearable experiences for people with disabilities.

EDUCATION

PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL

Master of Fine Arts, Design & Technology, New York, US, 2013 - 2015

MARYLAND INSTITUTE COLLEGE OF ART

Bachelor of Fine Arts, Graphic Design, Baltimore, US, 2006 - 2010