YUCHEN ZHANG
DESIGN DIRECTOR

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WORK EXPERIENCE

HUGE
Visual Design Lead, New York, US 2022.01 - Present

Explore visual design directions, craft brand appropriate and accessible experience for healthcare enterprise's B2B digital platform.

PHOTON
Creative Lead, New York, US 2021.01 - Present

Lead UX designers and UI designers in creating cohesive digital enterprise platforms. Expert in creating successful user experiences from user flow, information hierarchy, wireframe, hero mocks, low-fi mockup, and hi-fi mockup.

WEARABLE MEDIA
Co-Founder & CEO, New York, US, 2016-2021

Designed and prototyped fashion technology products for clients such as Telekom, Mariah Cary, and Unilever. Launched our music-interactive fashion tech clothing line, featured on the Verge, and selected as one of thirty finalists for the LVMH innovation award.

PARSONS SCHOOL OF DESIGN
Adjunct Professor, New York, US, 2017 - 2021

Developed and conducted design lectures, workshops, and courses around user experience and interactive design classes for the MFA Design, Technology, BFA Integrated Design, and MFA Textile programs.

ABC DESIGN LAB
Art Director, New York, US, 2015 - 2016

Developed art directions, brand systems, and interactive projects for a variety of clients. Now named Together agency.

RED ANTLER INC.
Senior Designer, New York, US, 2010 - 2012

Lead designers in creating branding concepts and brainstorming initiatives. Designed and developed brand systems. Created user interface and experience wireframes, prototypes, and user flow for websites and mobile apps.

PENTAGRAM
Graphic Design Intern, Baltimore, US, 2010

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

SKILLS

LEADERSHIP
Create project brief, quote, SOW, schedule planning to research customer, market, technology, and designing for the user experience.

Lead teams of designers, hardware engineers and software developers in creating products from concept to market.

DESIGN
Create user experience flow and interface across web, mobile, and wearable platforms. Develop art direction, design research, and visual solutions in branding and interaction design.

PROTOTYPING
Proficient in prototyping user experiences using tools such as creative coding with Processing, Figma, Adobe Suite Physical Computing, Arduino programming, HTML, and CSS front-end development.

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

RESIDENCY

THE PITCH, UNILEVER
Residency, New York, US, 2016
Designed and prototyped interactive garments for Unilever's creative space.

OPEN STYLE LAB, MIT - Massachusetts Institute of Technology
Research Fellowship, Boston, US, 2016
Design researcher to conduct research, design, and prototype to create wearables 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