



# YUANCHUN REN

Interactive & UI/UX Designer



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in/yuanchunren

## EDUCATION

- MAR 2019 – MAR 2022 **Savannah College of Art and Design (SCAD)**  
**M.F.A** in Interactive Design & Game Development  
Savannah, GA, United States
- SEP 2014 – JUN 2018 **South China University of Technology (SCUT)**  
**B.F.A** in Product Design  
Guangzhou, China

## EXPERIENCE

- JUN 2021 – AUG 2021 **Alipay**  
**Alibaba & Ant Group**  
**User Experience Designer**
- Responsible for the design innovation of Alipay digital keyboard integrated calculator, completed interactive visual design work, and submitted an internal patent proposal. (Successfully applied for a patent)
  - In the privacy protection center project, combined with 3D skills, the expression of 3D animation is explored in the product UI interface.
  - In the interactive page for disseminating typhoon disaster prevention knowledge for public welfare-illustration skills and interactive game idea.
- MAR 2021 – JUN 2021 **Delta**  
**Delta Techops + SCADpro**  
**UI System Designer & Game Developer**
- Lead the team to conduct conceptual research and determine the direction of the project.
  - Lead the logic flow and interface design of the mobile game interface mainly for training Delta Airline's mechanics.
  - Put the design pain points of the game on time pressure, engineering difficulty and the daily work status of simulated mechanics.
  - Final delivery with mobile prototype and game flow.
- FEB 2021 **ADI Global Distribution**  
**ADI Design Challenge + SCADpro**  
**User Research & Interactive Concept Designer**
- Help the team determine the project theme and target the user group of ADI new product(Capture Monitor).
  - To convince contractors to promote ADI product to their customers, and remember Capture as the go-to brand when it comes to surveillance cameras, we created a solution focuses on helping contractors in persuading the end-user to use ADI product, as well as creating a memorable branch visit experience, both physical and digital.
  - Design and draw product concept drawings, responsible for all product modeling and visual effects of the final output
- JUL 2018 – MAR 2019 **P.O.P Bar**  
**Guangzhou Puze Culture Communication Co., Ltd.**  
**Designer Assistant & Concept Developer**
- Help the manager to find the current popular trends of the target customers (Young Chinese), and design events or parties that may go viral.
  - Help the design supervisor to carry out visual design according to the determined theme and arrange the event venue.
  - Responsible for managing the company's WeChat official account, and providing visual design and copywriting for the platform weekly.

## LANGUAGE

Mandarin English  
Cantonese

## TOOLS

### Design

Adobe Suite  
(XD, AI, PS, ID)  
Figma  
Procreate  
Sketch

### Modeling

Maya  
Substance  
-Painter  
Rhinoceros  
Keyshot  
Cinema 4D

### Coding

Adobe DW  
HTML/CSS  
Processing (Java)

### Video/Motion

Adobe PR, AE

## DESIGN SKILLS

Storyboard  
Storytelling  
Sketch  
Coding  
Illustration  
3D Modeling  
2D/3D Animation

Product Design  
Visual Design  
Game Design  
Wireframing  
Prototyping  
UI/UX Design

User Experience Design  
Design for Sustainability  
Video Shooting/editing  
Human-Centered Design  
Human-Computer Interaction  
Cross Functional Collaboration

## RESEARCH SKILLS

Personas  
Prototype  
UX Mapping  
User Interviews

Design Thinking  
Journey Mapping  
Empathy Mapping

## HONORS & AWARDS

- SCAD Achievement Honor Graduate Scholarship
- ADI Design Challenge Winner
- ACCA China Digital Arts Designer Professional Certificate