

Danchang(Iris) Yan

UX Designer, Product Manager

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PROJECT EXPERIENCE

Amtrak First-Time Rider Experience | Product Lead

Mar 2025 – May 2025, Philadelphia

Led UX redesign for Amtrak's first-time rider experience, proposing a proactive stage-based guidance system, in-app notifications, physical signage, and indoor navigation, to bridge the gap between Amtrak's services and rider awareness.

- Reframed target user from identity label ("first-time rider") to behavioral pattern, riders blocked by journey unfamiliarity, redirecting the team toward actionable problem framing
- Identified core product contradiction: extensive services structurally hard to surface; shifted product direction from "users find services" to "services reach users"
- Led final prototype design; partially adopted in Amtrak's 2025 app update following senior leadership recognition

Horizons - Wharton x JP Morgan Chase Design Challenge | Product Lead

Apr 2025, Philadelphia & New York

Led design of a Chrome extension that proactively surfaces financial term explanations and personalized Chase product recommendations to international students in the U.S., based on browsing context and user background.

- Defined dual-axis personalization mechanism: user background x browsing context, establishing the NLP keyword matching and Chase product decision model pipeline
- Linked financial literacy delivery to Chase user acquisition strategy, framing the product as a CAC-reducing, LTV-building growth channel
- Pitched at JP Morgan Chase HQ; recognized by CPO Rohan Amin and his product, design, and data teams

Spotify Track Promotion Advisor | Data Analyst + Independent Product Developer

Apr 2025, Philadelphia

Analyzed 114,000+ Spotify tracks to surface structural disadvantages faced by independent artists under platform distribution mechanics, then independently extended findings into a product concept, a proactive cold-start scanning tool integrated into Spotify's native UI.

- Improved predictive model R^2 from 0.03 to 0.51 through iterative feature engineering; identified a 58-point popularity gap across genres as evidence of structural platform inequity
- Translated key findings into a product gap: artists lack actionable, data-informed release decision support
- Independently defined product direction: proactive cold-start scanner embedded in Spotify's native ecosystem, replacing the passive pitch-review model

Mobile E-commerce UI Auto-Generation System | Research Assistant

Sep 2021 – Feb 2022, Zhejiang, China

Designed a dynamic product card layout mechanism for Taobao to improve purchase and save rates, driven by user intent classification.

- Built a mobile user purchase behavior classification model to generate intent-based UI layout recommendations
- Designed multiple product card UI variants mapped to distinct user intent categories

WORK EXPERIENCE

Penn Venture Lab, University of Pennsylvania | Incubator Member

Jan 2026 – Present, Philadelphia

- Explored Ampersage, an early-stage AI concept for enriching reading with dynamic visual and audio experiences through YCombinator programming and incubator workshops.

International Design Institute of Zhejiang University | Research Assistant

Jun 2023 – Sep 2023, Zhejiang, China

- Co-authored "IntelliTex" as second author; published at ACM CHI 2024, received Best Paper Honorable Mention
- Introduced a dual-coating washable conductive fabric technique enabling rapid interactive textile prototyping without specialized equipment

NIO | Product Manager Intern

Oct 2022 – Jan 2023, Shanghai, China

- Monitored and resolved data loss and mapping errors during global procurement system migration; traced root causes and fixed transfer logic bugs
- Refined PRDs and supported product testing alongside the PM team
- Established iteration-aligned check-in cadence to improve team collaboration efficiency

Meituan | Interaction Designer Intern

Jun 2022 – Oct 2022, Beijing, China

- Led UX design for onboarding guide and data visualization modules within the company design system
- Led front-end delivery system UX redesign; delivered in collaboration with PM and engineering teams

EDUCATION

University of Pennsylvania

2024/9 - 2026/6

Master in Integrated Product

GPA : 3.92/4.00

Courses

- Design Process
- Problem Framing
- Big Data Analytics
- Statistic For Data Science
- Engineering Entrepreneurship I

Zhejiang University

2019/9 - 2024/6

Master in Integrated Product Design

GPA : 3.87/4.00

Courses

- Design Psychology
- Business Innovation Design

SKILLS

- **AI-driven product design & prototyping** (ChatGPT, Claude Code, Codex)
- **Data analysis & machine learning** (Python, EDA, clustering, NLP)
- **Interaction design & visual systems** (Figma, Adobe Suite, Davinci)
- **Programming** (Python, SQL, Java)
- **Language** (English, Chinese)
- **Other** (photography creator on Unsplash - 1.1M+ views, 11K+ downloads)