

Iris Yan

Product Designer | User Researcher

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PROJECTS

Amtrak First-Time Rider Experience | Product Lead & UX Designer

Mar 2025 – May 2025, Philadelphia

Led end-to-end user experience redesign process, driving final design to senior leadership recognition and partial product adoption.

- Reframed target user through iterative user research, redirecting the team toward actionable problem framing.
- Identified core product contradiction; 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 × JP Morgan Chase Design Challenge | Product Lead

Apr 2025, Philadelphia & New York

Led a team of 4 through a fast-paced, 4-day design challenge, won 1st place, presented the final concept at JP Morgan Chase HQ; recognized by Chase's CPO and product, design, and data teams.

- Defined the product structure and system integration strategy, using a dual-axis personalization mechanism and NLP-based keyword matching to create a seamless user experience; connected financial literacy delivery with Chase's user acquisition strategy, positioning the product as a CAC-reducing, LTV-building growth channel.
- Led the final presentation and storytelling, and designed the pitch deck.

Spotify Track Promotion Advisor | Data Analyst + Independent Product Designer

Apr 2025, Philadelphia

Build the popularity prediction model through a 114k Spotify database leading team of 3, turn the findings into 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.
- Translated key findings into a product gap: artists lack actionable, data-informed release decision support.
- Independent product design: proactive cold-start scanner embedded in Spotify's native ecosystem, replacing the passive pitch-review model.

Tyro – AI-Powered Internship Simulation Platform | User Researcher + Product Designer

Jan 2026 – May 2026, Philadelphia

Designed an AI-powered experiential learning platform that transforms coursework into realistic internship simulations with contextual feedback.

EXPERIENCE

International Design Institute, Zhejiang University | Research Assistant

Jun 2023 – Dec 2023, Zhejiang, China

Published "IntelliTex" at ACM CHI 2024 as the second author, received Best Paper Honorable Mention.

- Literature review, material experimentation, user documentation development, user research, material content development.

NIO | Product Manager Intern

Oct 2022 – Jan 2023, Shanghai, China

Supported NIO's global procurement system migration within the Industry Automation team, focusing on data integrity, workflow automation, and product requirements.

- Audited 10K+ part-mapping records covering thousands of components across 10+ vehicle models, diagnosed migration errors and data loss, and converted recurring failure patterns into automated resolution workflows.
- Refined PRDs and supported product testing alongside cross-functional teams in a multilingual work environment.

Meituan | UX Designer Intern

Jun 2022 – Oct 2022, Beijing, China

Contributed to 2 B2B large-scale product design initiatives, independently owning UX flows and high-fidelity prototypes from problem definition through engineering handoff.

- Redesigned the end-to-end UX of the internal front-end development and delivery platform, streamlining key workflows and delivering production-ready designs to engineering.
- Designed onboarding UX guidance for company's inner design tool, shipped the graphic generator tool for PM usage.

International Design Institute, Zhejiang University | Research Assistant

Sep 2021 – Feb 2022, Zhejiang, China

Supported a research project on adaptive layout generation for mobile shopping applications, exploring how interface layouts could adapt across different usage scenarios.

- Literature review, user research, UI design, video content creation.

EDUCATION

University of Pennsylvania

Master in Integrated Product (STEM)

2024/8 - 2026/6

GPA: 3.92/4.00

Courses

- Artificial Intelligence
- Design Process
- Big Data Analytics
- Statistic For Data Science
- Engineering Entrepreneurship

Zhejiang University

(top 3 university in China)

Bachelor in Product Design

2019/9 - 2024/6

GPA: 3.87/4.00

Courses

- Design Psychology
- Business Innovation Design

SKILLS

Interaction Design/ Visual Systems

- Figma
- Adobe Suite (Ps, Ai, Pr, Ae, Lr, Id)

Agentic AI Workflows

- AI-assisted prototyping,
- Prompt engineering,
- Workflow automation

User Research Methodology

- Qualitative: Interviews, Usability testing, Contextual inquiry
- Quantitative: Surveys, Analytics, A/B tests

Programming Language

- Python, SQL, HTML

Data Analytics / ML

- Pandas, NumPy, scikit-learn, statistical analysis, regression, classification, PCA, clustering

Media Content Creation

- Video creation
- Photography creator on Unsplash (in the top 10% of world contributors, 1.4M+ views, 16K+ downloads)