

# Yawen Xiao

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## EDUCATION

### Carnegie Mellon University

*Master of Entertainment Technology*

Pittsburgh, PA

Aug 2023 - June 2025

### School of Visual Arts

*Bachelor of Fine Arts, Design*

New York City, NY

Sept. 2019-June 2023

Silas H. Rhodes Merit Scholarship, 2019-2023

## EXPERIENCE

### Digital Design Intern

*Media Monks*

Shanghai, China

May 2023-July 2023

- Created UX flow and UI for tablet interface at Riot Game's Shanghai Bund event, launched in June, 2023
- Collaborated as part of a team on both UX and UI aspects for Under Armour's WeChat mini-program pitch
- Conducted a detailed UX audit and executed UI improvements for Polestar's WeChat mini-program

### UX/UI Design Intern

*Suzhou Qijixinyou Technology Co., Ltd.*

Suzhou, China

June 2021-Aug. 2021

- Structured basic function and interaction interface in three months
- Executed in-depth discussions with product manager and programmers in function design and marketing accessibility of WeChat App
- Led planning of visualization development section and branding design, including logo design

### Multimedia Design Intern

*Foundry in China*

Suzhou, China

May 2021-June 2021

- Operated official Chinese accounts and edited *Foundry China 2021* Show Reel
- Redesigned menu bar in official WeChat account of Love Nuke and increased user click-through rate by 80%
- Completed over 30 poster designs for Foundry official accounts on Social media, including: Weibo, Twitter, and Facebook

## PROJECTS

### Tenement Museum AR App

*Interaction Design School Project*

School of Visual Arts, NY

Sept. 2022-Oct. 2022

- Created AR app from research to prototype
- Conducted deep research including secondary research and interviews
- Developed ideas of product, including information architecture, user flow and design disciplines
- Designed product wireframes and AR prototype

## SKILLS

**Design:** UX Research, UI Design, AR/VR Prototyping, Motion, Usability Test, Branding

**Software:** Figma, Adobe Creative Suite, Spark AR, A-Frame

**Language:** HTML, CSS, p5.js, Web VR