

# Danchang(Iris) Yan

Product, Design Strategies, User Experience

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## PROJECT EXPERIENCE

Technical Product Planning Lead Apr 2025, Philadelphia & New York  
@ Design Challenge Competition held by Wharton ID Club & JPMorgan Chase

- Proposed a browser plugin to help international users understand Chase products via contextualized financial term explanations.
- Designed a modular framework to tailor content based on user background and page context; built a recommendation engine using Chase's open API.
- Won 1st place and received endorsement from Chase Product & Data team.

User Experience Strategy & Research Lead Mar 2025 – May 2025, Philadelphia  
@ Amtrak First-Time Rider Experience Optimization Project

- Led user research and reframed target users based on behavioral patterns, shifting focus from identity tags to anxiety-driven pain points.
- Identified core UX gaps in fragmented station and onboard services; proposed a phased digital guidance system (e.g., app push, signage, maps).
- Delivered interactive prototypes and journey-based service flows; partially adopted in Amtrak's 2025 app roadmap with strong stakeholder recognition.

Data Analyst Apr 2025, Philadelphia  
Spotify Song Popularity Prediction (Personal Project)

- Analyzed audio features and metadata of 110k+ Spotify songs, built regression models to predict song popularity, and identified key drivers behind music success.
  - Tools: Python (Pandas, NumPy, Matplotlib, Scikit-learn, XGBoost), Data Cleaning, Feature Engineering, Model Training & Hyperparameter Tuning.

Research Assistant Sep 2021 – Feb 2022, Zhejiang, China  
@ Automated Generation of Mobile ShoppingGuide Interface UI with Alibaba

- Designed an intelligent product-card layout system for e-commerce platforms based on user visual priorities, enhancing click-through and conversion rates.
- Built behavioral classification models for mobile shopping, automated UI layout generation based on user intent, and delivered UI card design prototypes.

## WORK EXPERIENCE

Product Manager Intern Oct 2022 – Jan 2023, Shanghai, China  
@ NIO

- Monitored procurement data migration via Python, identified errors and fixed logic bugs to ensure data accuracy and timely recovery.
- Assisted in creating and optimizing PRDs; collaborated with the product team to conduct user tests.
- Designed check-in mechanisms aligned with product development cycles to enhance team collaboration efficiency.

Interaction Designer Intern Jun 2022 – Oct 2022, Beijing, China  
@ Meituan

- Participated in company-wide design system iteration, responsible for UX design of onboarding guides and data visualization modules.
- Led UX redesign of front-end delivery platform, collaborating closely with PMs and developers to ensure successful deployment.

Research Assistant Jun 2023 – Sep 2023, Zhejiang, China  
@ International Design Institute of Zhejiang University

- Co-authored paper on smart textile project "IntelliTex," published at ACM CHI 2024, nominated for Best Paper Award.
- Developed a novel, washable double-coating fabrication technique enabling rapid, low-cost production of interactive textile products for everyday use.

## EDUCATION

University of Pennsylvania  
| Master in Integrated Product Design(M: IPD)

- GPA: 3.90/4.00
- Core Courses: Design Process, Problem Framing, Big Data Analytics, Engineering Entrepreneurship

Zhejiang University  
| Bachelor Degree in Product Design

- GPA: 3.87/4.00
- Core Courses: Design Psychology, Business Innovation Design

## SKILLS

### User Research

- User Interviews, Contextual Inquiry, Surveys
- Usability Testing, Journey Mapping, A/B Testing, Task Analysis
- Story Board&Persona Creation, Insight Synthesis, Problem Framing

### Design/Prototyping

- Adobe Sets: Photoshop, Illustration, Premiere Pro, After Effects, InDesign, Lightroom
- Figma, Sketch
- Rhino, Blender, Keyshot, Spline
- 3D printing, Laser cutting, Arduino
- Photography, Filming, Davinci

### Programming

- Python, Java, SQL
- Pandas, Polars, DuckDB

### Language

- Mandarin
- English

### Other

- Unsplash photography account: 500,000+ views, 5,000+ downloads