

Xinyuan Du

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Website/Portfolio

duxinyuan.com

Product + Experience Designer

Product Design · UX Strategy · Sustainable Innovation
· Brand Identity · Human-Centered Systems

Professional Summary

Product and Experience Designer with two years of cross-industry experience. I turn complex business insights into clear, user-centered UX strategies that question familiar industry patterns. My work ranges from building generative AI tools to crafting physical products with precision — connecting digital systems with tangible experiences.

Education

ArtCenter College of Design

B.S. in Product Design 2020 Sep.-
Expected Graduation 2026 Dec.

Special Programmes:

Delft University of Technology

Cross-discipline study in Mechatronics and Ergonomics

Tama Art University

Cross-discipline study in Environmental Design

Skills

Software

2D Visualization: Adobe Apps (InDesign, Photoshop, Illustrator, After Effects), Figma, Microsoft Suite

3D Modeling: SolidWorks, Rhino, Grasshopper, KeyShot, Gravity Sketch

Coding: Python

Hardware

Model Making, CNC Milling, 3D Printing, Mechatronics, Laser Cutting, Sewing

Design

User Research, Design Thinking, System Mapping, Prototyping, User Testing, Ergonomics, LCA, Sustainable Strategy, Cross-functional Collaboration, Storytelling, Leadership, Strategic Communication

Languages

English (Fluent)

Chinese (Fluent)

Experience

Haier Group — Product Strategy Intern

Qingdao, China | Jun 2025 – Sep 2025

Collaborated with product teams on UX and product strategy for the European water-heater line, translating user research into tangible improvements in form, usability, and market perception to support the brand's premium positioning.

Contributed to cross-functional product planning sessions, analyzing design specifications, manufacturing feasibility, and cost estimations to align with the group's cost-reduction and efficiency strategy.

Supported engineering teams through mold design reviews, budget tracking, and quality approval of pre-production samples before mass production.

Volvo Cars — User Experience Strategy Intern

Shanghai, China | Jan 2025 – Jun 2025

Led UX research for the 'approaching experience,' generating over 150 concepts exploring sensory interactions (light, sound, haptics) and safety systems, and organized cross-functional workshops to define the final logic.

Contributed to the core physical interaction system design, collaborating with Interior Design and Industrial Design teams to challenge over-digitalization and redefine a UX logic that balances safety with tangible controls.

Applied this new strategy to the next-gen steering wheel concept, defining novel control methods, CMF, and HMI interactions, and delivering detailed usage logic documentation.

Designed and built an internal generative AI tool for the UX team, automating the concept generation workflow by processing inputs on user, market, and brand analysis.

Solgo Atelier — Brand Experience Designer

Los Angeles, CA. | Aug 2024 – Dec 2024

Led a full visual and digital rebrand (logo, typography, website UI/UX) and defined a new brand strategy, helping increase revenue by 30% in 2 months.

Developed a data-driven marketing logic by analyzing user behavior (clicks, dwell time, demographics) to optimize targeted ad delivery and platform strategy.

Designed a new jewelry packaging system focused on the unboxing 'ritual,' solving security issues (product movement) while reducing manufacturing costs.

Expanded brand presence by securing collaborations with major retailers (Macy's, Nordstrom) and proposing new eco-conscious product lines.

Casper Hospitality Group (Humax) — Product Strategy Designer

Los Angeles, CA. | Oct 2024 – Dec 2024

Led strategic concept design for a new chefwear line, defining a niche brand position for 'personality-driven' chefs seeking alternatives to mass-market uniforms.

Conducted in-depth user research (interviews, market analysis) to identify key pain points, mapping insights related to specific chef behaviors and occupational health risks.

Translated research into product-level UX, designing ergonomic features to mitigate health risks (e.g., chronic pain) and functional details to support specific kitchen workflows.

Collaborated directly with the founder and chefs on the brand extension strategy; the project has successfully entered the fundraising stage for mass production.

Singer Vehicle Design —Sponsored Project Product Designer

Los Angeles, CA. | Jan 2024 – May 2024

Conducted an in-depth strategic analysis of the Singer brand's history, technology, and design philosophy to develop new brand extension strategies for retail products.

Led a mature design process from initial concept sketching and SolidWorks modeling to detailed CMF (Color, Materials, Finish) specification and accessory ecosystem design.

Translated the brand's core aesthetic through meticulous refinement of form and detail, presenting the final collection to Singer's design team for inspiration and potential acquisition.

SYID — Product Design Intern

Shenyang, China. | May 2022 – Aug 2022

Contributed to product styling projects for household appliances, translating initial concept sketches into detailed 3D models (SolidWorks, Rhino).

Produced photorealistic renderings (KeyShot) and created physical prototypes (3D printing, model making) to validate form and usability.